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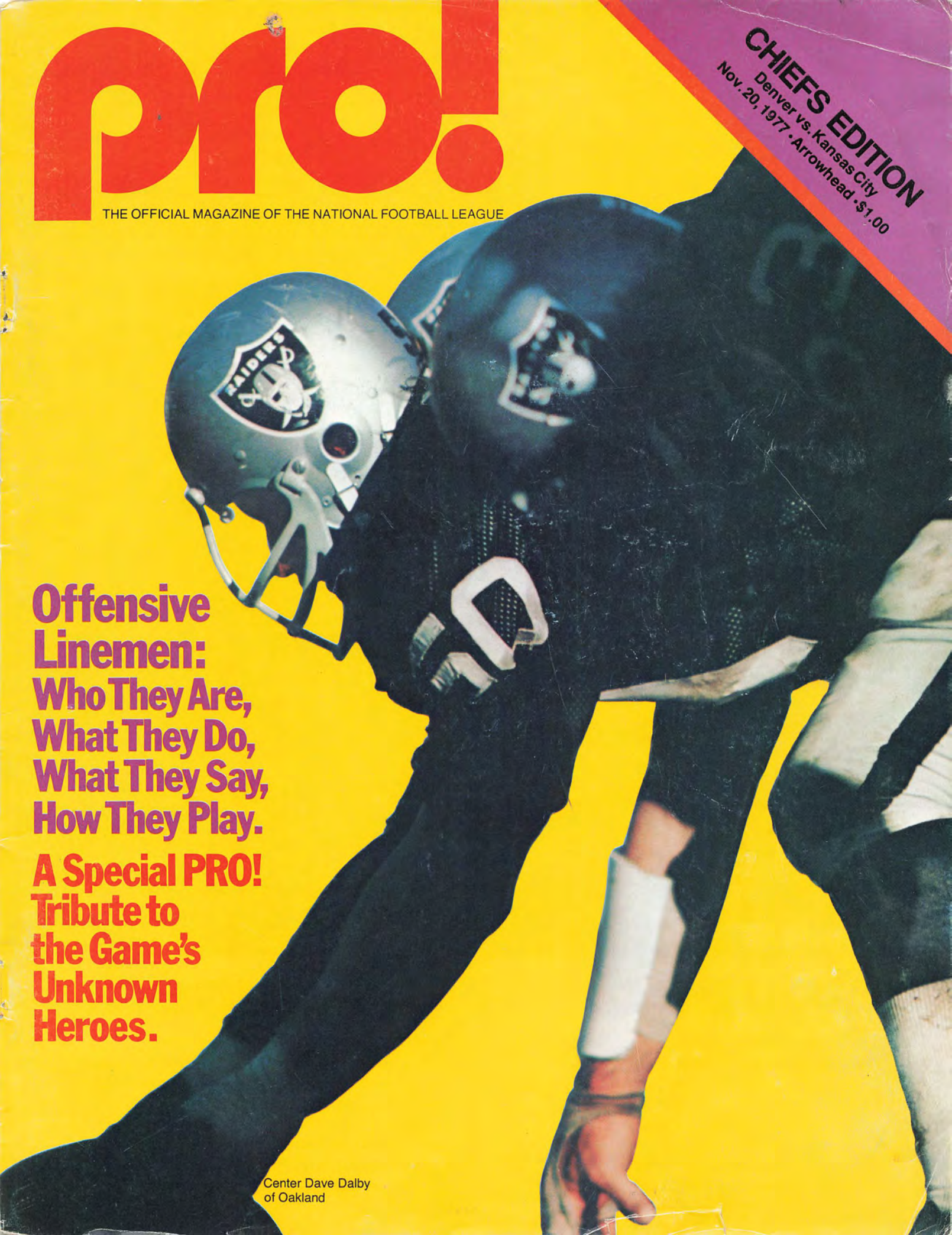

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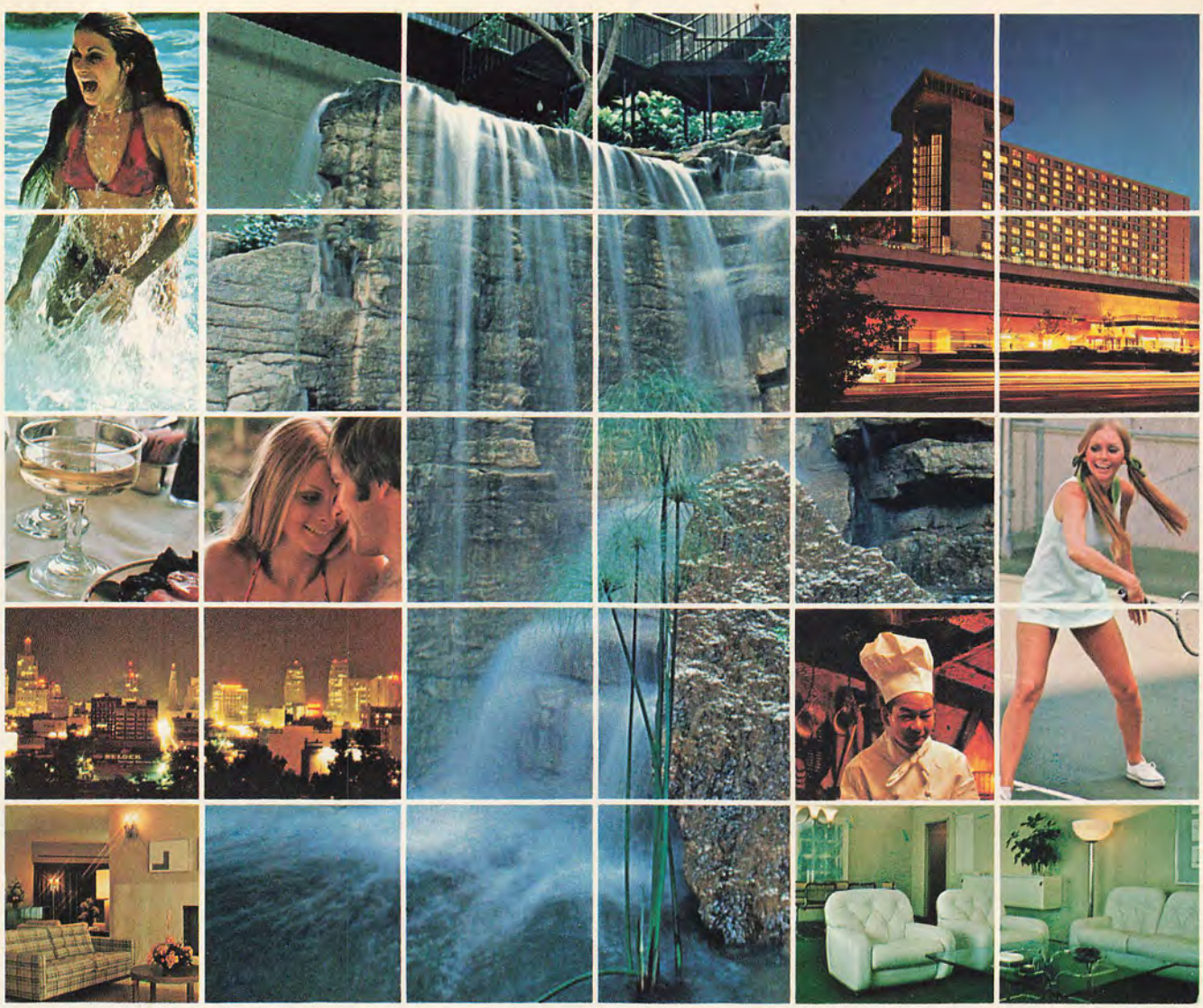

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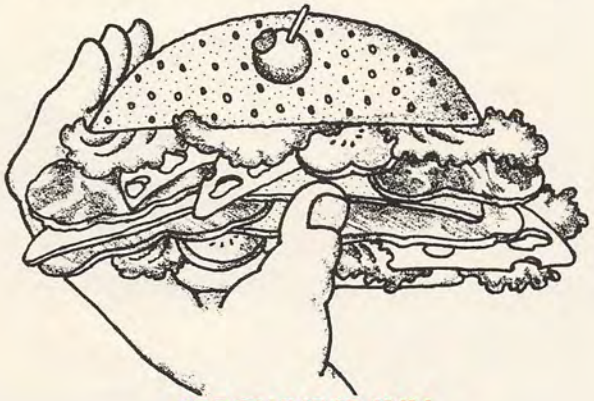

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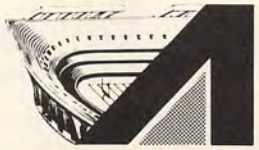

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Coming Next in PRO!

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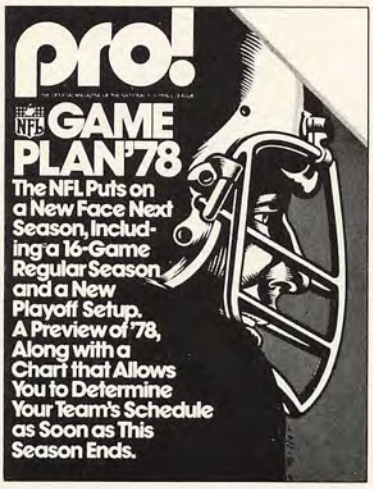
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TOM HOPKINS AND BRUCE RICE
Play-by-play & Commentary

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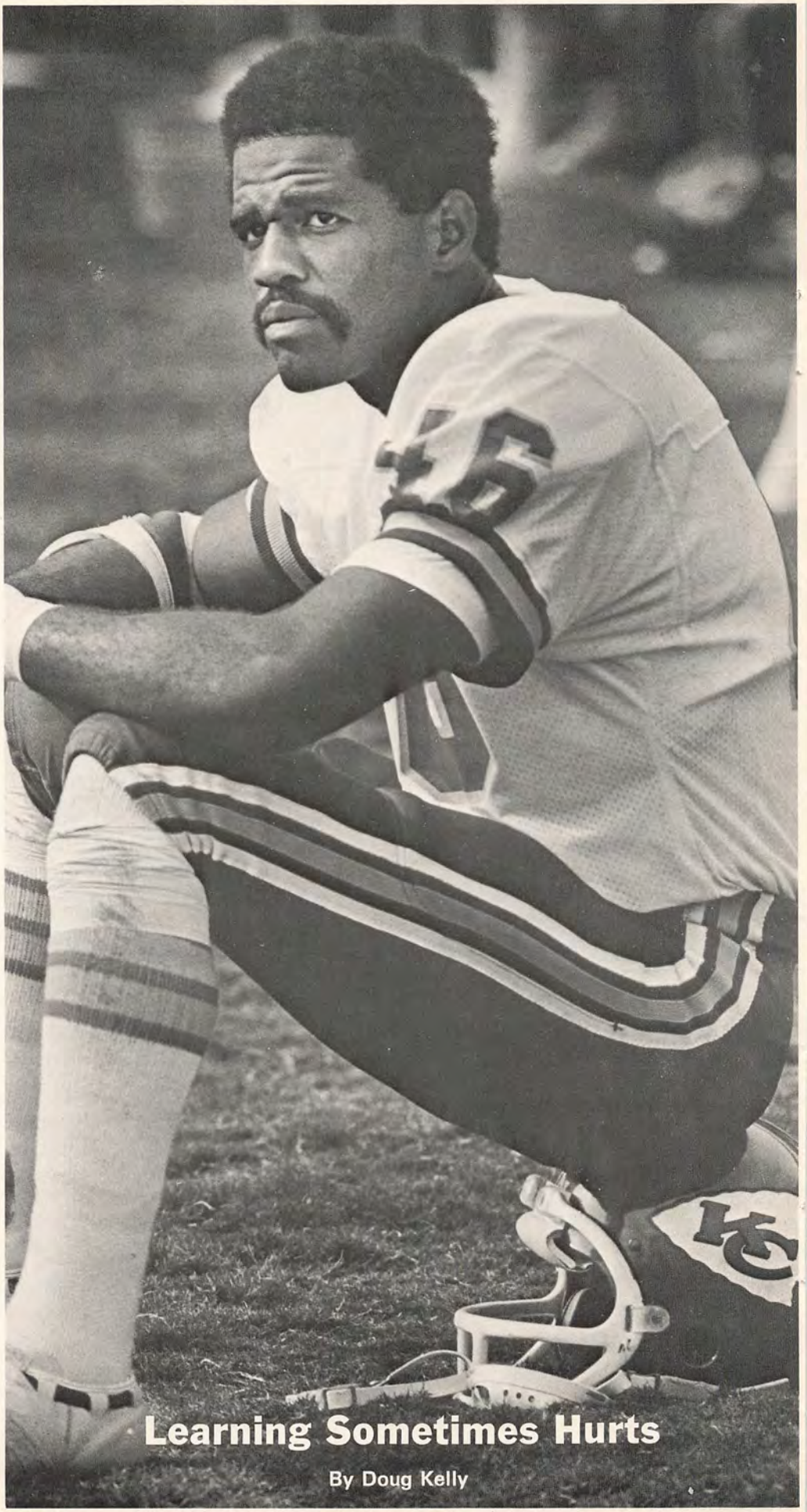

Learning Sometimes Hurts

By Doug Kelly

It was a painful lesson.

With only 10 seconds to play and his team leading by six points, Tim Gray's role in the football game last Sunday was to cover the Chicago Bears tight end. There was no time for fancy maneuvers at this point. If the Bears were to win, they needed a desperation move. Or a mistake.

They got both.

By his own admission 48 hours later, Tim Gray broke one of the three cardinal rules defensive backs live by. They're called the Three C's and they stand for confidence, concentration and consistency. They were instituted by Tom Bettis, the Chiefs new head coach who has instructed Kansas City secondaries for 12 years.

Greg Latta, the sudden Chicago hero in this scenario, ran past Gray into the end zone and scored a 37-yard touchdown as pandemonium broke out in Soldier Field. A game the Chiefs had dominated most of the way, a game that, yes, they deserved to win, they did not.

And no one felt worse about it than Tim Gray.

There's a certain spectre about playing in the defensive secondary. It's much like being the goaltender in a hockey game. If your teammate makes a mistake, many times it can be covered up. If a goalie makes a mistake, it's in the net. Tim Gray made a mistake Sunday and the next place you saw it was on the scoreboard.

I had planned to write this piece long before the events of Sunday unfolded. You learn much about a man in a troubled situation, in defeat. You find out what kind of person he is. This is the kind of person Tim Gray is.

"When Tom talked to us in the meetings about playing defensive back, he always stressed those Three C's," said Gray. "When I look back at what happened on Sunday, I know it's something I have to get over. But I knew right after the game, the only thing I could think about was what Tom had said about the C's. They're a golden rule for the defensive backs. The confidence

factor, that's having the confidence in your ability to get the job done. Concentration. You have to have it on every play. That's where the concentration thing hurt me the most Sunday. I had played it well to a certain extent. But for one split second, I lost my concentration and Latta was by me.

"I guess that's the tragedy of being a defensive back. One on one, if something happens, you *can* get beat. And if you do, the whole world knows. It doesn't do any good to think what might have happened. I could have batted the ball down. He might have dropped it. But he didn't. That's the reality of the situation."

The reality for Gray was the response of his teammates. "A lot of people cared about not only what happened, but about me as well. And that made me feel much better. The players understood the grief I felt. Coach Bettis came to me and said, 'I'm not gonna lose you on one play,' meaning he had not lost his confidence in me. I know he felt as bad about it as I did. I will learn from that mistake and not let my confidence go down the drain."

The mistake Tim Gray made Sunday is one of the few he's made since joining the Chiefs two years ago. Kansas City obtained him in a trade with the St. Louis Cardinals, sending safety Mike Sensibaugh and defensive end Marvin Upshaw to the Cards for Gray, who had been St. Louis's number one draft choice in 1975. Upshaw did not work out and soon was let go. Sensibaugh, meanwhile, is still playing free safety for the Cardinals, so each club realized a valued starting commodity in the deal.

Though he was drafted number one, Tim saw little or no playing time in St. Louis. In fact, all his work came on special teams. Much of the reason he didn't play, he says, is due to the Cards veteran secondary. But he doesn't feel he was given much of a chance, either. "They never gave me any credit for the things I did," he says matter-of-factly. "I guess they felt I didn't progress as fast as I should have. I'd been drafted as a cornerback and thought I'd be used that way. But Norm Thompson, who had been a regular at corner for St. Louis, was a holdout that year. I'd come to camp late, after the College All-Star Game, and Norm came a few days after I did. When he got there, I was told to work out at strong safety."

Gray is still a polite, soft-spoken type, but he gives the impression he was much quieter in St. Louis than he is now. "I seldom protest things that happen," he says. "I just felt they had to give me the chance to show my talent. You know, sometimes you get overanxious when you're young and you overreact. Being as quiet a person as I was, I felt that was the right thing to do.

"But I didn't see any future in St. Louis. You know, I got a game ball this year in our preseason game against Los Angeles and I can't think of anything that means more to me. It was a first and I knew the guys on the team meant what they said about how I had played. I was very proud to receive that ball.

"I remember in St. Louis at the end of the '75 season, guys were saying in the dressing room that they might not be around the next season, but I didn't think it would apply to me. But the trade meant the chance to come to a great organization and the opportunity to play was the best part of it all."

The Chiefs' secondary is comprised of Gray, a third-year player, with Gary Barbaro, in his second year, along with a rookie, Gary Green. Together their collective experience does not match that of 12-year pro Emmitt Thomas. Playing with Thomas has meant a lot to Gray, not only in terms of learning the intricacies of the defensive backfield, but in personal areas as well.

"Emmitt Thomas is a model that any young player could observe and learn from," Gray says. "He's a very aware person, very positive. You cherish what he tells you because he's been there. One of the assets we have on this club is having guys like Emmitt and (Willie) Lanier and (Jim) Lynch around. They are people to learn from.

"Emmitt's a quiet person, but he says a lot in his own way. There isn't a player on this team that he hasn't helped. Ricky Wesson (a rookie cornerback) nicknamed him The Godfather because you can bank on what he says. He's the veteran, but he's one of us, too," Gray says with a laugh. "You know what I mean?"

Gray went to college at Texas A&M after spending two years at Navarro (Texas) Junior College. He is a native of Houston and knew many players from his hometown went on to A&M. "The Southwest Conference is the biggest conference in the Texas area and A&M gave me a chance to be a starter. I only had two years eligibility after junior college and I wanted to get as much playing time as possible."

Gray saw a lot of the wishbone in college, certainly not the best way to test a corner or safety against the pass. For Tim, however, it proved to be valuable experience for when he got to the NFL. "Playing strong safety, one of the primary responsibilities you have is forcing the run (inside). I had a lot of this in college even though I was playing corner at the time. I lined up on the line of scrimmage, much like I do now, and seeing so much of the run in the wishbone really helped a lot."

When not spending time with his family (wife Beverly, daughters Sunya and Monica), you can find Tim Gray on a racquetball court. "Playing that game is a relaxer for me," he explains. "It gives me a chance to react and use the tactics I use in football. It makes me alert and though it doesn't look like you get a great workout, it really can be if you work hard at it." On the Chiefs' charters, Tim usually is involved with the defensive backs in a backgammon or card game. "Simply relaxing," he says, but a glance from the aisle of the plane reveals an intensity he displays on the field.

Next week, the Chiefs will play in Houston. Besides buying up a majority of the available tickets for friends and relatives, Gray lets on that he's excited abount playing in front of the home folks. "I like playing at home," he says, probably because he hasn't done so since college, when A&M played Rice. "I wonder if they'll still remember me."

He says it with the quiet confidence that you know he knows they will.

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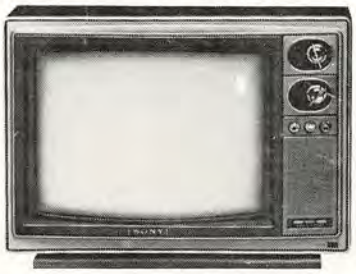

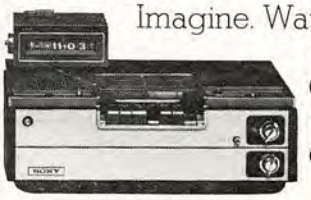

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OPEN FORUM: STEVE CAMERON

THE CONVERSATION PIT

Lonnie Warwick was incensed. He had jumped face-to-face with an official and was arguing heatedly, arms pumping and face flushed.

"He held me," screamed Warwick. "Didn't you see him hold me? How could you not see that?" The official remained granite-faced, gazing over Warwick's shoulder without answering.

Lonnie was reaching the breaking point. "I was held," he screeched, wagging a finger back toward the line of scrimmage. "Look at him. He knows he held me. He even *apologized.*"

Warwick was accusing Kansas City Chiefs' center Jack Rudnay, who happens to be one of the game's master practitioners of the art of conversation in the area players simply call the "pit."

Rudnay is a self-admitted character, in addition to being a four-time Pro Bowl participant now recognized as one of the best centers in the game. You can guess what sort of battlefield conversation you might get from a 245-pound player who, when filling out the Chiefs' official player biography form, listed his position as: Prone.

"Oh, I held Lonnie good that time," recalls Rudnay with a smile that runs rather crookedly across a face that appears to have been chiseled around its main feature, an oft-broken nose. "I couldn't resist my little game. I don't normally hold. I try to play it clean, but this time he was by me and I didn't have any choice. So I just grabbed him. He got up screaming and hollering, so I just said in a real quiet voice, 'Gee, Lonnie, I'm sorry. That sure wasn't a very nice thing for me to do.' That's when he really went nuts."

Rudnay concedes that he is a yakker on the field. Most of his conversations, though, are serious. Offensive centers must yell blocking calls to other linemen.

"My little world revolves around the middle linebacker and two defensive tackles," says Rudnay. "I give our blocking angles to the guards and the guards talk to the tackles. All this time, the quarterback is calling out audibles and the defensive guys are hollering at each other. Sometimes it sounds like Times Square out there."

After the shop talk, Rudnay's favorite kind of conversation is the one that sent Warwick off screaming. "Oh, I love to talk to guys real nice," he says. "I always tell 'em when they made a good move, things like that. Some of the mean ones, the screamers and snorters, just get confused when you're nice to them.

"I remember playing head-up several times against Dave Costa. Dave was really a tense guy, wheezing and quivering in his stance. He was like a coiled spring, shaking and making these noises. I didn't know him well enough at the time to do it, but Bluto [Ed Budde] was playing guard then. We came up to the line and Dave was snortin', eyes buggin' out, ready to spring at the snap when all of a sudden, Bluto says, 'Hi, Dave. How's the family?' Costa just went limp."

There are, of course, a number of non-stop talkers in the NFL. For some, talking is a way of relieving tension. Others need it to keep up their concentration, their animosity, or their courage.

"Some guys are always hollering," says Rudnay. "Lee Roy Jordan did it, and Frank Nunley at San Francisco was always screaming and threatening everybody. Joe Greene doesn't talk all the time, but when he does, he's a master.

"One time when we were playing Pittsburgh, Lenny Dawson changed a play at the line of scrimmage and Joe just stood up on the other side of the line. He looked over with this funny expression on his face and said, 'Why did you do that, Lenny?' "

The humorous parts of the sport, however violent it might be, are never lost on Rudnay. He came to the NFL equipped with a well-honed sense of humor. He has since proved it in such strange ways as being named the king of a local carp fishing carnival and breaking up a pheasant-hunting session by running naked into a clearing, firing a shotgun into the air.

Rudnay needed to acquire a sense of humor in the crowd he hung around with in college at Northwestern. "The big place to go around there [Evanston, Illinois, a Chicago suburb] was the Toddle House restaurant," he recalls. It was run by a guy named John. We had some guys who really made life rough on ol' John. There was a tackle named Tex who weighed 325 pounds and claimed to have the meanest forearm in the Big Ten. The only problem was that he couldn't take more than one step without having a coronary.

"Tex used to terrorize people at the Toddle House. We had a quarterback named Booth, and one time Tex answered the phone at the restaurant. He said, 'Hey, Booth, it's for you,' and tore the whole phone right off the wall and threw it at Booth."

Perhaps the highlight of Rudnay's college career—Northwestern having few highlights in those years—came in a game against Notre Dame. He was playing most of the day against a linebacker he'd gotten to know pretty well.

"We had a misdirection play called," Rudnay recalled, "and my job was to tippy-toe out behind the linebacker. Hopefully, he'd take the fake and go with the original flow of the play. Then when he turned around, I'd have an open shot at him.

"Well, I had been chit-chatting with this linebacker all day like I usually do. When we started the play, he took the fake and went in the wrong direction. I just kind of followed along behind him, getting ready to blast him when he turned around.

"When he saw the play was going the other way, he wheeled around and I was right there, ready to knock him on his butt. But when he turned around and saw me, he just threw up his hands, slapped himself on the helmet and said, 'Oh God, Jack, what have I done?' Now how was I ever gonna hit him after that?"

Rudnay always makes a point to converse with his friends. For instance, he and Los Angeles Rams defensive end Fred Dryer have become good friends over the years. They've spent time together at the Pro Bowl and in the off-season. One year when the Chiefs played the Rams, Kansas City lined up for its first offensive play and when the linemen were getting down in their stances, Rudnay looked over to his left, waved with a little wiggle of his fingers and

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said, "Hiya, Freddie," in a falsetto voice.

Dryer returned the little boy howdy-do wave and said, "Hiya, Jackie."

Many of Rudnay's humorous memories of combat conversation are from his early years in the league. "We were winning then," he says, "and things are always more fun when you're winning. You'd hear our linemen, if they saw a play wasn't gonna work, yelling back at Dawson, 'Get out of that damn thing, Lenny.'

"We used to do all kinds of crazy things. Sometimes when the defense was making its calls, we'd holler at 'em that they were wrong. You know, they'd be screaming, 'Brown, Brown, Brown,' and we'd yell at 'em, 'No, we're in Green [formation].'

"The best one of all was one time when Hank [Stram] put in one of those funky formations we used to use about once a year. It was a Purple, or something like that. We came out in this crazy alignment and the defensive guys had no idea where to line up. They were running all over, shouting at each other and pointing all over the place.

"It was so funny that we just stopped and told 'em where to line up. You know, 'You play over here, you're supposed to be there, you come up here.' They had no idea at all what we were doing."

The Chiefs are in the midst of a rebuilding program now, so obviously Rudnay and his friends cannot take the conversational liberties they once enjoyed.

But Rudnay hasn't lost his sense of humor. At the team's 1977 rookie camp, Rudnay was working out voluntarily since centers were needed for drills. Dressed in a floppy red hat with white polka dots to go with his shorts and shirt for some passing drills, he initiated a few more young quarterbacks with a trick that has become almost a ritual.

"When they set up to take the snap," he says, "I just grab their fingers. They can't move, can't do anything. And nobody else can see what's going on. Everybody loves to see the expression on some rookie's face when the center grabs his fingers and he's stuck under there.

"The only trouble is, I'm in the wrong position to see the look on their faces."

Steve Cameron is a sports columnist for the Denver Post.

Read label and follow directions.

Give your cold to Contac

by Bill McGrane

The officer's voice is sharp, but he has trouble keeping the grin off his face.

"Hey, lady . . . lady, now you quit trying to look in that door, hear? Those boys are tryin' to get dressed in there 'n' there's some of them runnin' around with no clothes on." Now, the trooper does break into a smile.

"Hell's bells, lady you ought to be ashamed of yourself, peepin' like that. Why, you're old enough to be grandma to most of those players!"

The grandma-type giggles and reddens and melts into the crowd.

Because the visiting team won, its dressing room is noisy in addition to being overheated, steamy, and terribly crowded.

A posse of reporters has the coach at bay in a corner. The coach is seated atop an equipment trunk with his back to the wall. Prior to being interviewed, he has had time only to remove his outer garments, so he sits Indian-fashion atop the trunk in long-johns, warming himself with a cup of coffee and using an unlighted cigar as a pointer.

". . . end of the second quarter, it seemed to us. You'll remember we stopped them twice on downs inside their thirty . . . after that, it seemed like the flow kind of swung around to us."

A reporter in front breaks in: "What about quarterback? You used two of them again today."

The coach delays an instant by taking a swallow of coffee. Then he regards the questioner with a smile no warmer than the December twilight on the other side of the dressing room door.

"We won, didn't we? Seems to me like we used just the right number of quarterbacks."

"How do you compare them with Detroit?"

"I don't. We still got to play one more with Detroit."

"You've got three losses with two games remaining. Can you still make the playoffs?"

The coach leans back so that his head rests against a pipe.

"In July we said we'd try to play our best football during the last month, down the stretch. Well, we've played two games this last month and won 'em both. We've got two left, that I know of. I don't know about playoffs. We have the Giants next week, so right now I just know about the Giants."

Don Weller

On the fringe of the crowd of newsmen surrounding the coach, the trainer wraps a sprained ankle.

"Damn, Eddie. You gotta make it that tight?"

"Yeah, and keep it that tight. Don't go cuttin' that tape on me! You take ice with you now and when we get on the plane we'll get more on it."

Players stand on towels atop benches in order to keep their feet dry while dressing. Except for putting on their pants. Pants are put on standing on the floor, usually with painful little crow-hops because tired, sore legs are beginning to stiffen up.

The floor is carpeted with dirty tape, soggy towels, orange peels, and jockstraps.

Newsmen accommodated, the coach peels off his long-johns wearily and is in the shower before he realizes he still has the unlit cigar in his mouth.

The offensive coordinator and the backfield coach stuff their gear into travel bags.

"I'll tell you," the coordinator growls, "we were luckier than sin to win that one. We just didn't get any recognition on the way their strong corner was coming up to jam the quickout. Damn! Where'd that guy learn to read us like that? Damned near picked at least two on us!"

A running back squeezes through the locker room doors into the chill night; magically, a small forest of pens and pencils sprout up around him. Damp hair steaming, he automatically scribbles his name across programs and scraps of paper. But even while writing he continues his walk toward the bus.

A girl extends a paper with name and telephone number written on it. The running back grins and hands it back to her.

"I got a wife six-foot-two and meaner 'n a bear with a sore paw."

One of the linebackers is being introduced by his uncle to a second cousin. "Tommy, I don't believe you've ever met Eunice, have you?"

The linebacker smiles and says he doesn't believe he has, but he sure is happy to. Eunice looks a little fuzzy to the linebacker because he caught a knee in the head late in the game and the pain is settling down now, clamping his head like a stocking cap.

A guy who used to be with them but got traded to the team they'd just beaten reaches out a hand to the fullback.

"Hey, go get 'em now . . . all the way."

The fullback grins and clasps the other man's hand. "Call me off-season will you? We'll do some bassin'."

"You got a deal."

The bus-driver hits the horn . . . short taps . . . calling them to leave. The busses roll swiftly across the deserted parking lot. It is a departure that is always well-planned, but always abrupt. Where they had been just a moment ago, wisps of exhaust smoke hang in the gloom.

The crowd disperses quickly. A proud uncle chuckles as he nurses a cold car engine. "That Tommy . . . you know, even when he was a kid, I knew he was going to be someone special!"

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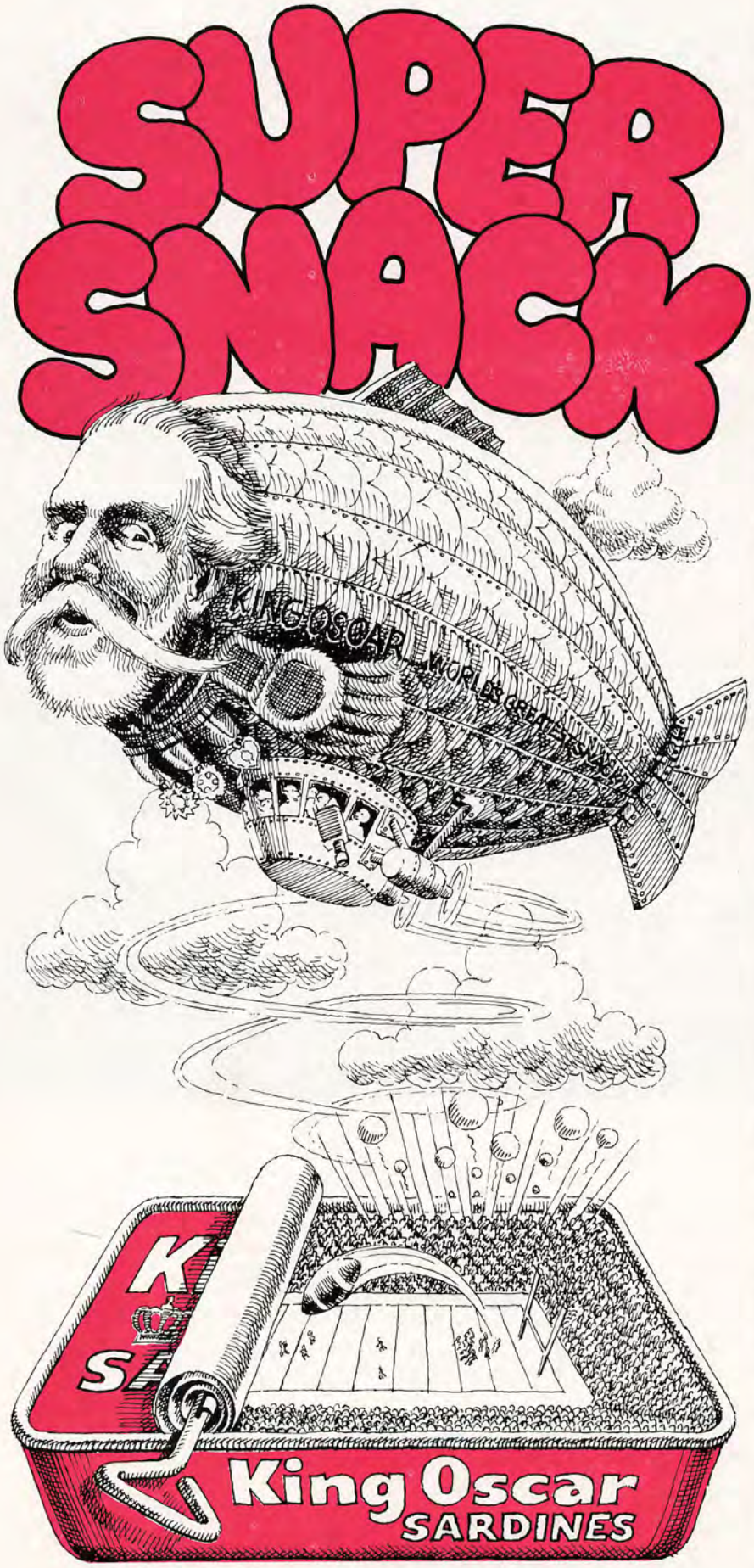

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PORTRAITS

JOE DeLAMIELLEURE *By Jim Lamb*

By the time you've pronounced his name, Dah-lom-a-leer, he's made his pivot, pulled, sped outside, turned the corner, and gone, usually taking someone important with him.

Joe DeLamielleure, the Buffalo Bills' standout guard, is most visible when leading the open field terpsichore of running back O.J. Simpson. Working with guard Reggie McKenzie, tackles Donnie Green and Dave Foley, and center Willie Parker, DeLamielleure has been the animus of one of the NFL's most talked-about offensive lines over the past few seasons.

When Simpson was tagged with the nickname "Juice," logic dictated that there must be a power source. The Bills' offensive line was dubbed "The Electric Company." In a very real sense, DeLamielleure is chairman of the board.

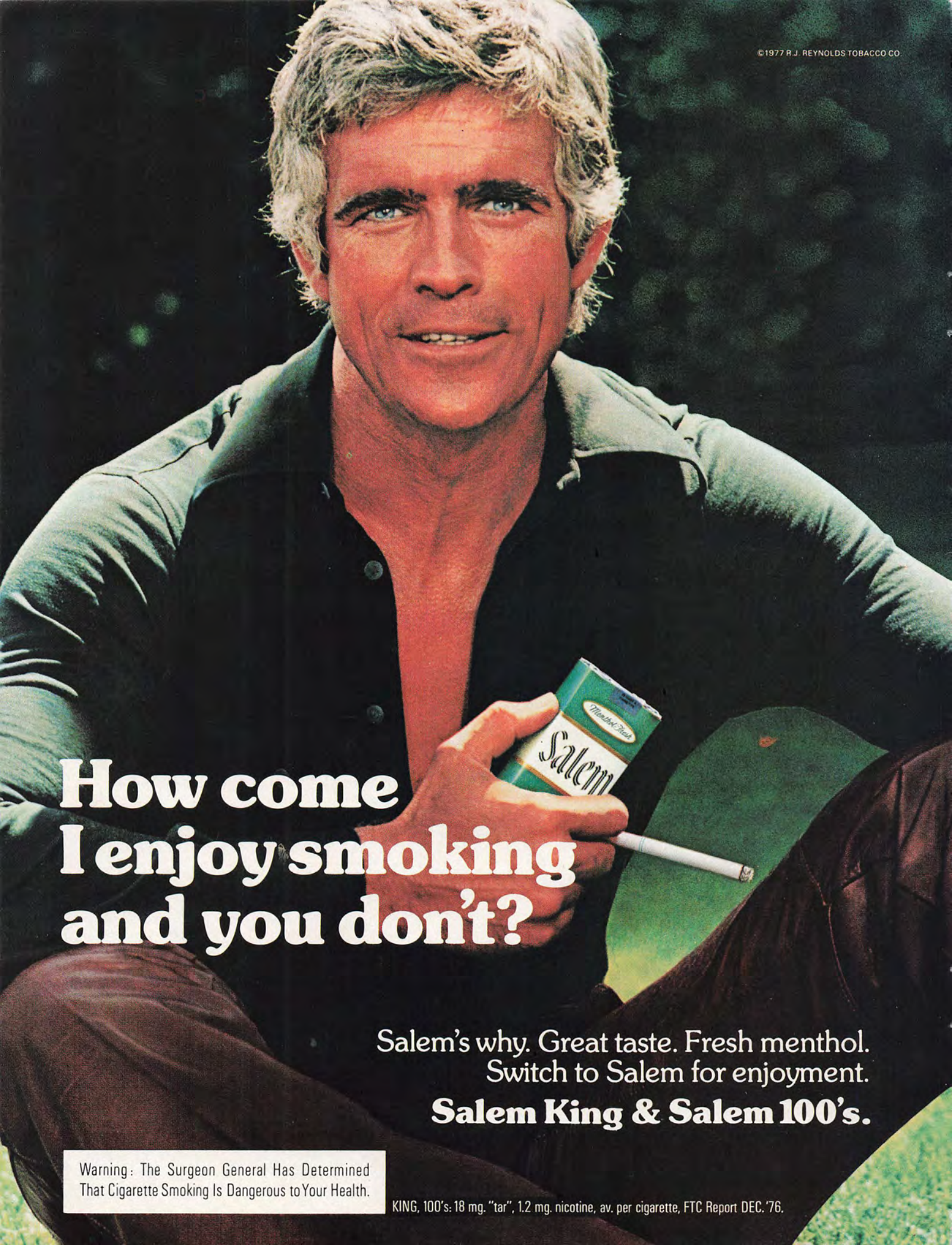
Three times All Big-10 and an All-America as a senior at Michigan State, DeLamielleure came to Buffalo as a first round draft choice in 1973. In his first four years with the Bills, he started every game and was named to the AFC Pro Bowl squad in 1975 and 1976.

While DeLamielleure may be semi-identifiable leading Simpson's jaunts downfield, his speed and quickness in "the pit" often fall unnoticed by all but the most discerning observers. It's the age-old anonymity problem among offensive linemen, a silent curse that Simpson and other high-profile running backs have continually taken pains to erase.

So DeLamielleure and Company share a recognition that tends to keep them going—acknowledgement from those whose jobs depend on a carefully turned angle here, a well-timed forward blast there. Without them, the O.J.'s of the world would be highly vulnerable.!

Jim Lamb is a 30-year-old native of Seattle who moved to the Los Angeles area five years ago. Virtually self-taught as an artist, he is currently producing illustrations for book and record album covers as well as PRO!

J.LaMB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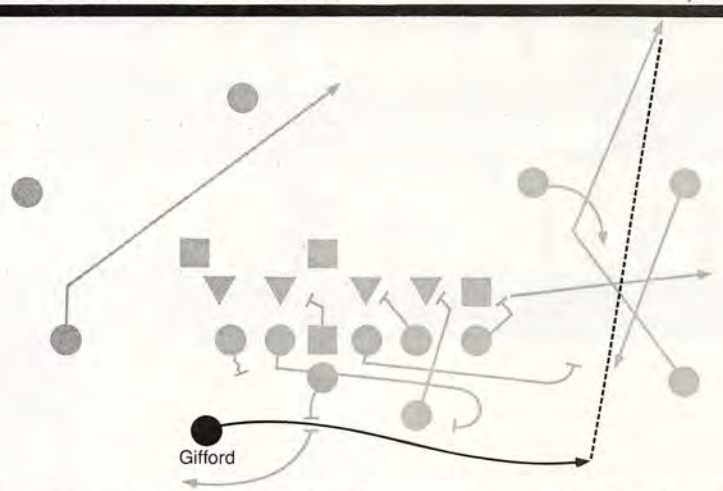
BIG PLAY

THE HALFBACK OPTION PASS: FRANK GIFFORD

By Dan Berger



The Giants' wide formation and sweep blocking tried to get an end deep for Gifford's pass.

"Pro football today is in an age of specialization," says Frank Gifford. "That's why you don't see the halfback option pass very much any more."

But in the 1950s and early 1960s, when Gifford played in five NFL championship games with the New York Giants, the halfback option pass was one of the most feared tactics a team could use. The element of surprise, combined with the fact that it forced teams to use special defenses against it, made the halfback option pass popular.

"The way the game has changed, most running backs don't have the skills to throw the ball very well," said Gifford. "I was a quarterback in high school."

The halfback option pass often started out looking like a sweep, although Gifford said, "We also ran it off pitchouts and even reverses. Once, in 1958 against Cleveland, I threw one for a touchdown off a reverse."

Gifford's most important option pass that season, however, was in the final regular season game against the Browns. Needing a victory to force an Eastern Division playoff, the Giants trailed 10-3 when Gifford took a handoff from Charlie Conerly and swung to his right, as if to sweep. The Browns' defensive backs rotated with him, and then Gifford hit Kyle Rote with a 39-yard pass that carried to the 6 yard line. Two plays later, Gifford's option pass to Bob Schnelker tied the score, and the Giants later won 13-10 on Pat Summerall's 49-yard field goal through the snow.

"Today's game is more ball control than in my day," said Gifford, who now is a sports broadcaster for the American Broadcasting Company. "The game was more wide open in the fifties."

Gifford said he "never went out with a set idea of whether or not to pass. As I approached the last man on the line—either the tackle or end—I had to make up my mind quickly. I had to see it fast, to tell the guard what I was going to do."

Gifford ran the play to both strongside and weakside and frequently hit "lonesome" end Schnelker for long gains when the defenses rushed up to stop the apparent run.

The halfback option pass also was used to great advantage by the Green Bay Packers during Lombardi's years.

"That's one reason the Green Bay power sweep was so successful," said Weeb Ewbank, former Baltimore and New York Jets coach. "Paul Hornung could throw the ball real well, so you had to respect that, and that set up the sweep even more."

"The halfback has got to be able to read defenses, too," says Hornung, who was a quarterback at Notre Dame. "But if the halfback option pass is run properly, it's almost impossible to stop. Only trouble is, there are very few players today who know how to throw the ball properly—including a lot of quarterbacks."!

Dan Rubin

Gifford throwing an option pass.

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TODAY'S GAME

With five weeks remaining in the regular season, the Chiefs have an opportunity to guide the course of both the AFC West and Central Division races. Four of Kansas City's last five games are against contending teams, including this afternoon's rematch with the Denver Broncos.

The Broncos share first place in the AFC West with the Oakland Raiders. Both teams own 8-1 records, the best in pro football. Each team defeated the other for the lone setback. The Chiefs have played Denver and Oakland one time each, losing 23-7 to the Broncos in Denver and 37-28 to the Raiders in Arrowhead. Kansas City closes the regular season at Oakland Dec. 18.

The Chiefs other two games involving contenders are at Houston next weekend and then the next home game, Dec. 4 vs. Cincinnati.

Tom Bettis, who saw his second victory as an NFL head coach disappear in the wake of a last-second Chicago touchdown pass, is confident his team will overcome the emotional trauma associated with the Bears game. "That was tough to swallow," said Bettis, "but Denver is a new week, a new challenge for us."

Indeed, the Chiefs acquitted themselves well in the Windy City until the bitter end. They did not stop Walter Payton, but that has been a malady affecting all the Bears opponents this year. They were on top for most of the ballgame, fell behind at the two-minute warning, but came back to regain the lead with only 24 seconds left on a 14-yard touchdown run by Ed Podolak. The advantage, however, did not hold up in the wake of a Bob Avellini-to-Greg Latta touchdown on a play that was run in the final 10 seconds.

"We gave the Bears too good a field position in the second half. We can't afford to do that. No team can," said Bettis, fully aware that Denver enjoyed the same luxury in the first meeting of the two teams. Four of the five Broncos scoring drives began on the Chiefs side of midfield following a fumble recovery and three pass interceptions.

"They have an excellent defense and have proven they are for real this year," said Bettis of the Broncos, who need only one more victory to match their highest season total ever. "When you play this kind of defensive team you definitely have to keep your mistakes at a minimum. Our players know this and know what they have to do Sunday to win this football game."

The Series: An original American Football League matchup, the Chiefs hold a commanding 27-8 overall edge over the Broncos. Denver, however, has won the last three in a row and four of the last five. Kansas City last won in a 26-13 decision here in 1975.

The Last Time: Denver defeated the Chiefs, 23-7, at Mile High Stadium in the fourth week of the regular season. Craig Morton passed for 189 yards as the Broncos, due to turnovers, enjoyed excellent field position all afternoon.

The Records: Kansas City is at the bottom of the AFC West with a 2-7 record while Denver and Oakland are tied for the lead at 8-1.

Next Week: The Houston Oilers host the Chiefs in the Astrodome in a 1:01 kickoff. Denver hosts the Baltimore Colts.

CHIEFS LEADERS

Rushing: Tony Reed, 415 yards on 100 carries, 4.2 average, 2 touchdowns.

Passing: Mike Livingston, 84 completions in 169 attempts, 1,123 yards, .497 completion average, 6 touchdowns, 10 interceptions.

Receiving: Walter White, 38 receptions for 528 yards, 13.9 average, 3 touchdowns.

Interceptions: Gary Barbaro, 7 for 63 yards, 9.0 average.

Scoring: Jan Stenerud, 5 of 8 field goals, 17 of 17 conversions, 32 points.

BRONCOS LEADERS

Rushing: Otis Armstrong, 369 yards on 109 carries, 3.4 average, 4 touchdowns.

Passing: Craig Morton, 93 completions in 182 attempts, 1,303 yards, .511 completion average, 8 touchdowns, 4 interceptions.

Receiving: Riley Odoms, 20 receptions for 212 yards, 10.6 average, 2 touchdowns.

Interceptions: Bill Thompson, 4 for 92 yards, 23.0 average.

Scoring: Jim Turner, 1 touchdown passing, 9 of 12 field goals, 21 of 23 conversions, 54 points.

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CHIEFS STATISTICS

WON 2 LOST 7

RESULTS AND ATTENDANCE

Kansas City Chiefs 17, at New England 21 58,185
Kansas City Chiefs 7, San Diego 23 56,146
Kansas City Chiefs 28, Oakland 37 60,684
Kansas City Chiefs 7, at Denver 23 74,878
Kansas City Chiefs 6, Baltimore 17 63,076
Kansas City Chiefs 21, at San Diego 16 33,010
Kansas City Chiefs 7, at Cleveland 44.....60,381
Kansas City Chiefs 20, Green Bay 10.....62,687
Kansas City Chiefs 27, at Chicago 28.....49,543

NEXT OPPONENT

November 27 at Houston Oilers, 1:01 p.m.

TEAM STATISTICS

	Chiefs	Opponents
TOTAL FIRST DOWNS	150	192
Rushing	64	100
Passing	68	78
Penalty	18	14
Third Down Made/Att.	42/127	56/136
Third Down Efficiency	36%	41%
TOTAL NET YARDS	2391	3258
Avg. Per Game	265.7	362.0
Total Plays	565	642
Avg. Per Play	4.23	5.07
NET YARDS RUSHING	1239	1751
Avg. Per Game	137.7	194.6
Total Rushes	304	390
Avg. Per Rush	4.08	4.49
NET YARDS PASSING	1152	1507
Avg. Per Game	128.0	167.4
Tackled/Yards Lost	36/312	16/132
Gross Yards	1464	1639
Attempts/Completions	225/112	236/129
Pct. of Completions	.498	.547
Had Intercepted	14	14
PUNTS/AVERAGE	61/39.3	39/40.5
NET PUNTING AVERAGE	31.8	33.3
PUNT RETURNS/AVERAGE	20/8.1	33/13.1
KICKOFF RETURNS/AVERAGE	38/19.1	28/23.8
INTERCEPTIONS/AVG. RETURN	14/6.2	14/16.3
PENALTIES/YARDS	53/479	78/700
FUMBLES/BALL LOST	20/12	22/10
TOUCHDOWNS	18	25
Rushing	10	15
Passing	7	7
Returns	1	3
EXTRA POINTS/ATTEMPTS	17/18	24/25
FIELD GOALS/ATTEMPTS	5/8	15/19
TOTAL POINTS	140	219

SCORE BY PERIODS	1	2	3	4	OT	Total
CHIEFS TOTAL	**45**	**30**	**7**	**58**		**140**
Opponents Total	61	52	58	48		219

RUSHING

	No.	Yds.	Avg.	LG	TD
T. Reed	100	415	4.2	59	2
E. Podolak	83	374	4.5	41	4
M. Bailey	42	142	3.4	16	0
J. Brockington	26	91	3.5	12	1
M. Lane	25	79	3.2	9	1
M. Livingston	12	55	4.6	13	1
L. Williams	2	30	15.0	17	1
T. McKnight	3	17	5.7	11	0
A. Morgado	3	12	4.0	9	0
L. Brunson	1	11	11.0	11	0
T. Adams	3	8	2.7	8	0
W. White	1	3	3.0	3	0
H. Marshall	3	2	0.7	7	0
CHIEFS TOTAL	**304**	**1239**	**4.08**	**59**	**10**
Opponents Total	390	1751	4.49	78	15

FIELD GOALS

	1-19	20-29	30-39	40-49	50+	Total
J. Stenerud	0-0	4-4	1-1	0-3	0-0	5-8
Opponents Total	0-0	5-6	6-8	4-4	0-1	15-19

RECEIVING

	No.	Yds.	Avg.	LG	TD
W. White	38	528	13.9	48	3
E. Podolak	18	179	9.9	19	0
H. Marshall	13	266	20.5	49	3
M. Bailey	11	119	10.8	37	0
L. Williams	7	94	13.4	27	0
J. Brockington	7	91	13.0	24	1
L. Brunson	6	70	11.7	19	0
T. Reed	6	53	8.8	12	0
M. Lane	3	40	13.3	21	0
A. Morgado	2	21	10.5	12	0
E. Beckman	1	3	3.0	3	0
CHIEFS TOTAL	**112**	**1464**	**13.1**	**49**	**7**
Opponents Total	129	1639	12.7	44	7

INTERCEPTIONS

	No.	Yds.	Avg.	LG	TD
G. Barbaro	7	63	9.0	28	0
G. Green	3	19	6.3	19	0
J. Lynch	3	5	1.7	3	0
E. Thomas	1	0	0.0	0	0
CHIEFS TOTAL	**14**	**87**	**6.2**	**28**	**0**
Opponents Total	14	228	16.3	51	2

PUNTING

	No.	Yds.	Avg.	TB	In 20	LG
J. Wilson	60	2399	40.0	3	4	58
CHIEFS TOTAL	**61**	**2399**	**39.3**	**3**	**4**	**58**
Opponents Total	39	1579	40.5	6	11	57

PUNT RETURNS

	No.	FC	Yds.	Avg.	LG	TD
L. Brunson	4	0	34	8.5	15	0
G. Green	14	2	115	8.2	18	0
E. Podolak	2	1	13	6.5	7	0
CHIEFS TOTAL	**20**	**3**	**162**	**8.1**	**18**	**0**
Opponents Total	33	13	433	13.1	52	0

KICKOFF RETURNS

	No.	Yds.	Avg.	LG	TD
T. Reed	2	57	28.5	39	0
T. McKnight	4	86	21.5	30	0
R. Wesson	4	76	19.0	27	0
L. Williams	17	319	18.8	48	0
L. Brunson	8	143	17.9	32	0
M. Bailey	3	46	15.3	16	0
CHIEFS TOTAL	**38**	**727**	**19.1**	**48**	**0**
Opponents Total	28	665	23.8	96	1

SCORING

	TDR	TDP	TDRt	PAT	FG	TP
J. Stenerud	0	0	0	17-17	5-8	32
E. Podolak	4	0	0	0-0	0-0	24
W. White	0	3	0	0-0	0-0	18
H. Marshall	0	3	0	0-0	0-0	18
T. Reed	2	0	0	0-0	0-0	18
J. Brockington	1	1	0	0-0	0-0	12
M. Lane	1	0	0	0-0	0-0	6
L. Williams	1	0	0	0-0	0-0	6
T. Gray	0	0	1	0-0	0-0	6
M. Livingston	1	0	0	0-0	0-0	6
CHIEFS TOTAL	**10**	**7**	**1**	**17-18**	**5-8**	**140**
Opponents Total	15	7	3	24-25	15-19	219

QB Sacks: Young 5½, Lee 3, Paul 2½, Simons 1, Lynch 1, Elrod 1, Lohmeyer 1, Gray 1

Opp. Fumbles Recovered: Barbaro 3, Young 2, Andrews 2, Lanier 1, Gray 1, Paul 1

FG Block: Young 1

Stenerud Field Goals: **(22)** (none) (none) (44wr) (41b) (43wr) (none) **(23,22) (37,21)**

PASSING

	Att.	Comp.	Yards	Pct.	TD	Int.	LG
M. Livingston	169	84	1123	.497	6	10	49
T. Adams	56	28	341	.500	1	4	30
CHIEFS TOTAL	**225**	**112**	**1464**	**.498**	**7**	**14**	**49**
Opponents Total	236	129	1639	.547	7	14	44

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LAMAR HUNT

Following the contract settlement between the owners and NFL players and the revolutionary owners meeting that produced competitive scheduling and a longer regular season schedule, Chiefs owner Lamar Hunt sat down and talked with newsmen about the status of the sport. Always candid and to the point, Hunt wasted little time in summarizing his feelings.

"There has never been a more positive general attitude about pro football than at present. I came away very optimistic about the game in general and the Chiefs in particular. I think the events of the last few years inflicted things on the general public that they were not interested in . . . things like strikes, labor disputes, etc. . . . Sports fans want to hear about who we are going to play and what kind of team we are going to have. They want to hear about football and we are going back to that in 1977."

Thus, a new era begins to dawn for the NFL, with all its changes of late, and for the Kansas City Chiefs, who continued their third year of reorganization behind the team's new head coach Tom Bettis. Hunt is excited about the Chiefs future under Bettis, who succeeded Paul Wiggin as Chiefs coach October 31.

Hunt is in his 18th season as the head man of the Chiefs. He also continues as president of the American Football Conference of the NFL and continues to be a leader and innovator among the 28 clubs of the league.

At the age of 26 in 1959, this quiet Texan formed the American Football League and served as its first president. His franchise, the Dallas Texans, moved to Kansas City prior to the 1963 season.

In 1972 Hunt became the first AFL figure to be enshrined in pro football's Hall of Fame. Long active in community and civic affairs both in Dallas and Kansas City, Hunt continues his involvement outside of his business activities.

JACK STEADMAN

Last August, when the Chiefs began the second season of their new approach and reorganization, owner Lamar Hunt promoted Jack Steadman to president of the Kansas City Chiefs Football Club. In making the announcement, Hunt said Steadman would continue to be in charge of all operations for the Chiefs and Worlds of Fun and would now concentrate his efforts on the future growth and expansion plans of both Kansas City-based organizations.

Considered one of the top administrators in professional athletics, Steadman has acquired a long list of illustrious credentials and achievements in his 17-year association with the Chiefs and pro football. The Chiefs, over the past 17 seasons, have been among pro football's most successful franchises and much of that success is attributable to Steadman.

"In my opinion," contends Steadman, "the success of any business is directly related to the quality and dedication of the people who make up the organization. I am proud of the fact that Lamar has provided us with everything necessary to build the finest organization in all of pro sports. With Jim Schaaf as our general manager, Tom Bettis as our head coach and the support and dedication of all of our staff and player personnel, we, in my opinion, have the people to get the job done."

Steadman has been the head of the Chiefs administrative staff since November of 1960 when Hunt named him general manager of the Dallas Texans of the American Football League. He was promoted to executive vice president and general manager of the Chiefs in 1966 and to president last August.

As the Chiefs head into their sixth season in Arrowhead, much of the stadium, acclaimed nationally as one of the finest sports facilities in the world, reflects the personality of Jack Steadman. It was Steadman who conceived the idea of Kansas City building a two-stadium complex that resulted in a 78,000-seat football facility (Arrowhead) and a 42,000-seat baseball stadium (Royals Stadium).

Despite a demanding work schedule, Steadman remains active in numerous civic affairs. He just completed two special assignments for the Kansas City Chamber of Commerce, heading up the Worlds Fair committee and the task force committee on tourism.

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Tom Bettis

CHIEFS HEAD COACH

Tom Bettis, named October 31 to succeed Paul Wiggin as head coach of the Chiefs, has spent 12 years with the organization. Bettis's only coaching experience has been with Kansas City's defensive backfield. He was named to that position in 1966 by Hank Stram and held forth through two coaching administrations before becoming only the third head man in the franchise's 18-year history.

Bettis, 44, is a native of Chicago. He attended St. Mel High School there before moving on to Purdue University, where he enjoyed a four-season varsity football career. Bettis played both ways in college, as a linebacker on defense and at guard on offense. He was co-captain and most valuable player at Purdue in 1953-54, earned All-America recognition those same seasons, and is the only player ever named to Notre Dame's all-opponent squad three straight years (1952-53-54). As a senior, Bettis was fourth in voting for the Heisman Trophy and received the most votes of any lineman. He concluded his collegiate career with appearances in the 1955 College All-Star game, East-West Shrine Game and the Senior Bowl. Bettis was co-captain of the All-Star squad that met the world champion Cleveland Browns.

Tom was the Green Bay Packers first round draft choice in 1955 and was the third player selected in that year's draft. Baltimore held the first two selections, its own plus a special bonus pick in force in the league at that time. Bettis was the first lineman selected.

He played with distinction at Green Bay from 1955 through 1961 and was a member of Vince Lombardi's first world championship Packers squad. Bettis proudly recalls the system under which he formulated many of the beliefs he carried into coaching. "Vince was so organized. Everything had a place. The whole Packers organization and the way Vince did things I've never forgotten. And never will."

Bettis received all-pro recognition with the Packers in 1957 through 1959. He was traded to the Pittsburgh Steelers in 1962, played a year there, and closed out his playing career with another world champion, the 1963 Chicago Bears. Tom then left football briefly to pursue a business career in the

Green Bay area. He maintained an association with the game through several scouting assignments, then returned as a coach in 1966. Though untitled through much of his early coaching career, Bettis in effect called all the defensive signals throughout the Stram era.

Consistent, hard-hitting secondaries have been a Bettis trademark over the past decade. He continues to coach the defensive backs in addition to his head coaching responsibilities. When Kansas City won the Super Bowl in 1969, Bettis's backfield included Jim Marsalis and Emmitt Thomas at the corners with Jim Kearney and Johnny Robinson at the safeties. Kearney, who retired after last season, and Thomas, still a mainstay with the Chiefs, both came to the club as free agents. Both players credit Tom Bettis with their individual development. Marsalis was the Chiefs first round draft choice in '69 and immediately won a starting position. He was with the club through 1975.

When it came time to rebuild the team's fortunes, three new secondary performers were introduced to Bettis's tutelage. In only a year and a half, Kansas City's secondary not only is one of the youngest in football, but also one of the best. Thomas, the old pro of 12 seasons, is the dean, but the three other starters NFL experience do not even add up to the time Emmitt has spent in the league. His partner on the corner is Gary Green, the 1977 first round draft choice. The safeties are third-year man Tim Gray, who replaced Kearney on the strong side, and Gary Barbaro, a third round 1976 draft choice who picked up for Mike Sensibaugh. Sensibaugh was part of a trade with St. Louis that brought Gray to the Chiefs.

The circumstances under which Tom Bettis realized a lifelong ambition are not ones he would have chosen. Nonetheless, he is a realist as to the chores that lie ahead. "The record over the first half of the season is past history," Bettis said. "The games in front of us are our season now." Phase one of the new season took place November 6. Only six days after being named Chiefs head coach, Tom Bettis won his first game in the National Football League, 20-10 over his old team, the Packers.

"I want to add one more thing I think is very pertinent," said Bettis. "I think this is a tremendous organization and I've been with it for 12 years. I think, and hope, for the Kansas City Chiefs that this win over Green Bay is the first step in rekindling the tradition that has been established through the years. We're going to get it done somehow.

"Success doesn't fall in your lap. You have to earn it and it's no different in athletics than it is in the business world. You can't fault effort if a guy is giving you everything he has. It comes down to performance and we need to get everything we can from each one of forty-five players. I feel very strongly that effort can overcome a lack of ability. Every team we play the remainder of this season presents a challenge to us.

"I don't put teams in a good, bad or average category," continued Bettis. "We have to approach every game as an ultimate challenge. I think discipline is misinterpreted sometimes. We have rules and regulations for our players and those are structured. Beyond that I think in terms of mental discipline. Basically, it falls into a category of what a real pro should be. To be successful in any walk of life you have to structure yourself within certain rules. Mental mistakes are the things that kill football teams. I'm a real bug on mental errors and that's why I stress that part of it. Preparation and concentration in meetings are vital and the same is true on the playing field. This is what I expect from my players and what they in return may expect from me. It's a matter of knowing what it takes to be a real pro."

Tom and his wife, Valerie, make their home in Overland Park. They have three daughters, Lisa, 20; and Karen, 19, both students at Arizona State University; and Krista, 12.

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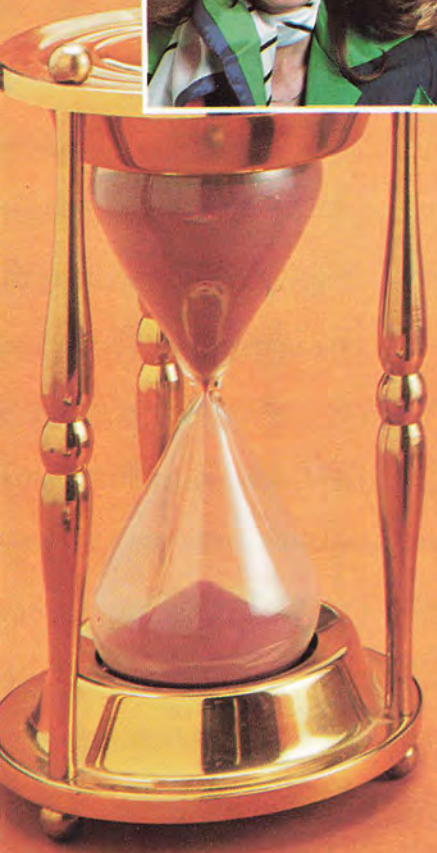

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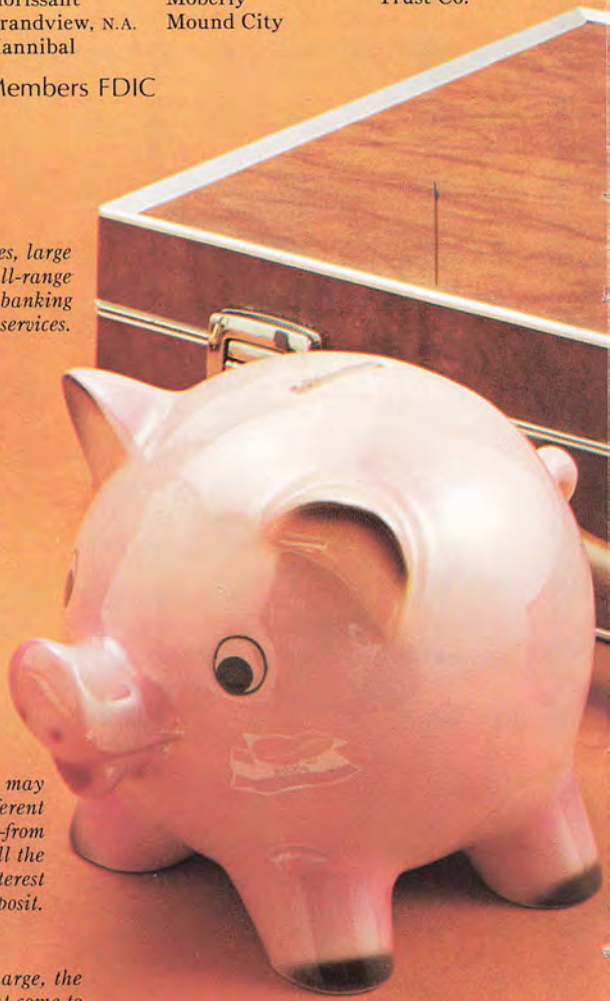

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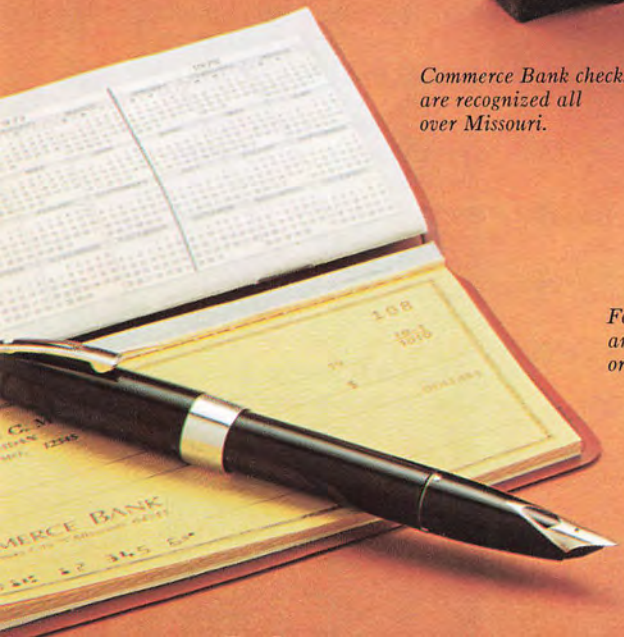

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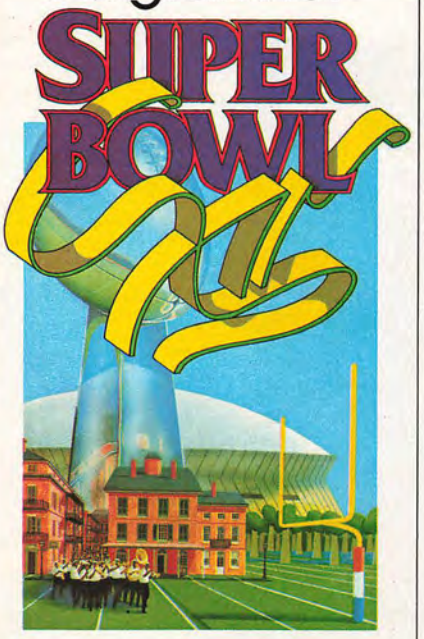

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It all starts with the offensive linemen. The blockers generate the space and time for others to gain the yards and glory.

Offensive linemen are the unsung heroes and we all know it. We often promise ourselves to pay more attention to them. But the ball is the magnet, and our eyes are drawn to the people who touch it. The linemen are left to labor obscurely on the edge of our awareness.

So here is a special issue of *PRO!* in which the focus of all the major stories is directed at one aspect of the game: the offensive line.

There is an Open Forum in which Chiefs' center Jack Rudnay talks about verbal exchanges between linemen: "The Conversation Pit," *beginning on page 3A*.

There is a *PRO!* Portrait of Buffalo Bills' guard Joe DeLamielleure, *page 9A*.

There is a story that examines one extraordinary offensive line, that of the Oakland Raiders: "When Five Play as One," *beginning on page 5B*.

There is a story about Dan Dierdorf, the St. Louis Cardinals' man mountain tackle whose play the past two years has bordered on perfection: "A Tackle Who Takes the Offensive," *beginning on page 3C*.

There is a dazzling photo essay that shows offensive linemen at work: "Only the Strong Survive," *beginning on page 11C*.

There is a story that deals with the playing techniques of offensive linemen: "Little Things Mean a Lot," *beginning on page 1D*.

As these stories show, offensive linemen are not only important, they also are interesting and colorful.

Now is the time to pay attention. Once the game starts, we'll focus on the ball. The blockers will make it all happen, then go to the bench in a bunch, slapping hands and whacking pads. They live the truth as it happens. We can best savor it before and afterward.

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5 of a Kind Wins

By Steve Cassady

Oakland's offensive line uses a different method to accomplish what all NFL teams seek—a Super Bowl championship.

In Super Bowl XI, the Oakland Raiders amassed a record 429 yards of total offense while failing to break a single individual mark in the process. The first statistic attests to the wattage of Oakland's attack; the second confirms how thoroughly its interior line dominated Minnesota. Ken Stabler threw for 180 yards without encountering serious pressure from the Vikings' pass rush, and a half-dozen running backs gained 266 yards through holes so gaping that many believed the most valuable player trophy should have been awarded jointly to Art Shell, Gene Upshaw, Dave Dalby, George Buehler, and John Vella.

It was a lustrous day for the chronically dull positions of tackle, guard, and center. Professional football heroes seem always to be passers, runners, receivers, or free-lancing defenders. Interior linemen have always noticed the omission. "If we don't control scrimmage, nobody makes a yard," they say often enough. But rarely does blocking divert recognition from the glamor positions. Super Bowl XI was one of those rare moments; in the hysteria that followed Oakland's demolition of the Vikings, the clamor for quotes reached the five linemen as it did the backs and receivers.

Super Bowl XI, with its 81 million viewers and its built-in pageantry, provided a widely witnessed tribute for an offensive line. And yet the game was not Oakland's stiffest blocking challenge of the 1976 playoffs. Three weeks earlier, against wild-card New England, with the Raiders tottering perilously close to defeat, the line passed a more severe test. Late in the third quarter, the scoreboard above the mezzanine in the slag gray Oakland Coliseum showed the Patriots ahead 21-10 with one minute and 14 seconds left in the period. What's more, New England was controlling the ball with a grasp Oakland had been unable to dislodge. Logically, the Raiders could expect only three more possessions, and they needed touchdowns in two of them.

Russ Reed

Raiders' football—the fundamental approach.

In the final few minutes of a closely contested game, where the only alternatives are conquest or failure, competition flows pure down in the pit. The tedium of ball control is abandoned for the urgency of the forward pass. "Controlling scrimmage" ceases to be a cliche. For a few passionate encounters, it becomes instead a raw, almost primal war between blockers and rushers.

"Those tight situations all come down to how much time we can give our quarterback," says right guard Buehler. "All things good and bad start with that fact."

Such a circumstance also provides the offensive line with its ultimate challenge: throwing back a defensive charge that cannot be distracted even momentarily by the threat of a run.

It took Oakland 11 plays in one scoring drive, and 11 in the next before Stabler play-faked off tackle then hobbled around the left side and dived into the end zone underneath Upshaw's block on cornerback Mike Haynes. Ten seconds showed on the stadium clock when Stabler scored the winning touchdown. In both drives, he had thrown from a nearly impenetrable pocket. He was sacked only once, completing 9 of the 12 passes he attempted, directing the team to two touchdowns and 10 first downs, while consuming more than nine minutes.

After the game, Stabler's narrow dressing cubicle was overflowing with interrogators, as usual. He answered many of their inquiries by nodding toward a less populated section of the locker room. "The credit," he said repeatedly, "belongs to the guys up front."

It is either difficult or simple for an interior lineman in Oakland, depending on your definition of the terms. The offensive system demands sacrifice and pain, but Stabler repays ample throwing time with an uncannily high percentage of completions (66.7 in 1976), and the running backs take disciplined advantage of open holes by gaining consistent if unspectacular yardage. "You can never take away from the fact that the whole team contributes to the psychology of line play," comments Buehler. "And we are very rarely frustrated in our line. I mean how horrible would it be to go in series after series and block for people who can't throw or catch, or who won't run in the right places? After a while, you'd begin to ask why you're bothering to get your head bashed in."

The Raiders do not burden their linemen by asking them to learn convoluted blocking schemes. Theirs is a tackle-to-tackle running game, completely distilled of subtlety.

"Everybody is trying to do the same thing with their running game," explains Oliver (Ollie) Spencer, the former Detroit Lions guard who has been Oakland's line coach for 15 years. "They all want to spring a back past the line of scrimmage and get him one-on-one in the secondary. Some teams do that with finesse blocking—traps and influences, false keys, that sort of thing—which requires quickness and agility. We do it with drive blocking, which requires power and strength and somebody who is not afraid of contact."

The Raiders rely heavily on plays such as the "69 Boom Man," a weakside handoff to the fullback typical of their ground game in its simple but effective brutality. Left tackle Shell and left guard Upshaw line up man-on-man against the defensive end and tackle. At the snap, they slam forearms and facemasks into heaving chests, driving their men off the line and wedging an opening between

"It would be horrible to go in series after series and block for people who can't throw or catch," says Buehler. "After a while you'd ask, 'Why bother?'"

them. Center Dalby fires out to cut off the middle linebacker, and offside blockers Buehler and Vella cut down the pursuit. The halfback hits the hole first, clearing it of any filling linebacker, and the fullback follows with the ball, cutting into whatever open space he finds past scrimmage. "Nothing our line likes better than going one-on-one and knocking the defense off the ball," snorts Upshaw.

The Raiders also make great use of strongside runs. Dave Casper adds crunching blocking at tight end. In his third season with Oakland, Casper made the 1976 all-pro team and played in the Pro Bowl.

He caught 53 passes to lead the team, but it was his blocking that earned him the number one job from veteran Ted Kwalick. Casper often teamed with Upshaw and Shell on the left side to provide a stonewall force on runs. On Stabler's winning touchdown against New England in the playoff game, Casper blocked two Patriots' defenders out of the way.

Remarkably, Oakland's passing game more resembles a ballet in its subtlety and precision. The outside receivers avoid the flak-ridden middle, running guileful patterns along the sidelines. They stretch their routes with the threat of the bomb, then more often than not return fluidly back toward scrimmage for the ball. Underneath and inside their patterns, the tight end, and a back or two glide for the unprotected seams. By the time a play has developed, as many as five receivers are swirling synchronized through the secondary. The passing game is designed to open the field from sideline to sideline, presenting Stabler with a 53-yard arc of potentially open receivers, some deep and some short. It is a sophisticated but time-consuming attack, and the line is expected to pass-protect for however long Stabler requires.

"We don't put a clock on our pass protection," explains Spencer. "I've seen coaches who teach pass blocking with a stopwatch. They pick some time, say three and a half or four seconds. In practices, they have their line block for that amount of time, then they blow the whistle. The theory is that the pass should be thrown by then. But what if it isn't? Every time you blow the whistle, the guy stops blocking. You're training him to block for a set time. Pretty soon, he thinks he can't block any longer than that."

This is not a lightly conceived idea. Oakland's entire passing philosophy is predicated on the time necessary to run complex patterns or improvise developing plays. Oakland's quarterbacks throw only after a receiver has broken off a move and is clearly open. And Stabler has such parabolic field vision he is always looking across unraveling patterns for a longer gain. There is so high a premium on time, and so little regard for consequent pain, that drills have been invented to lengthen the pass-blocking instincts. "There we are scrimmaging in that ninety-degree heat of training camp," moans Upshaw. "The quarterback drops to throw. He may find an open receiver right away, but the coaches won't let him release. We're getting our brains beat in, and they are yelling at the quarterback to hold the ball. The receiver is out there waving his hands, and we have to go on blocking, not knowing when or if the ball is going to be thrown." Buehler accepts the duty a bit more stoically. "When the defensive guy stops fighting to get at the quarterback, the ball is probably in the air," he says. "Until then, we block."

Blocking for Oakland's offense requires a circumscribed set of dimensions and instincts. "You start with a wide butt," jokes head coach John Madden, but Madden's remark has serious implication. The Raiders' linemen are anatomically unsuited for finesse blocking; they are built to drive-block powerfully and pass-protect indeterminately, with big, strong legs and massive upper bodies for stunning with the first bolt off the snap. Upshaw at 6 foot 5 inches and 260 is the leanest of the starting group; Buehler is 6 foot 2 inches and 270, Dalby 6 foot 3 inches and 250, Vella 6 foot 4 inches and 260, with Shell the largest at 6 foot 5 inches and 275 pounds.

"I look with great admiration on guys who can block with precision and finesse," Buehler admits. "Their skills are so much finer than ours . . . on the other hand, there's a tremendous satisfaction knowing that when you have to, you can bowl over a defense. It tends to demoralize them when you can push them around."

"That's our type of game," adds Upshaw. "We're all big and strong, and we like to pop people. We do some finesse blocking, but never on the first move. Ollie has always taught us to knock the guy off the line first, then move him."

As much for its mountainous size, the Raiders' line has been selected for attitude. Within their offense, the blockers are expected to enforce scrimmage with uncompromising zeal, and they consider themselves on an elite mission. "Our organization believes the strength of a football team lies in its offensive line," says co-captain Upshaw. "On our team, we don't feel one guy is more important than anyone else. George Buehler is as important as Snake Stabler. Even though he is not throwing the football, he *is* keeping Joe Greene off Stabler's back, so Snake can throw the ball and Clifford Branch and Fred Biletnikoff can catch it. We do a job on the line so the rest of the offense can function, and we are paid well for it. We get paid as much as running backs and receivers; our job is just that important."

"It's cut and dried," concurs Vella. "We've been in a championship game with Pittsburgh where all we could gain rushing was twenty-nine yards, and they beat us. We've been in a championship game with Pittsburgh where we gained almost two hundred yards on the ground, and we beat them. Nobody has to tell us how important our job is. If we give Snake enough time to throw, and we open enough holes for our backs to gain two hundred yards, we are going to win. It is as simple as that."

Simple or not, the Raiders' linemen all submit to their mission without complaint. "The thing we did best in 1976," Spencer says proudly, "is stay sharp for every situation that came up. Football

Five strong men hold a tribute to their skills, the Super Bowl XI trophy. They are, left to right, Gene Upshaw, Art Shell, Dave Dalby, George Buehler, and John Vella.

Dennis Desprois

Blocking for Oakland's offense requires a circumscribed set of dimensions and instincts. "You start with a wide butt," says head coach John Madden.

Art Shell

Russ Reed

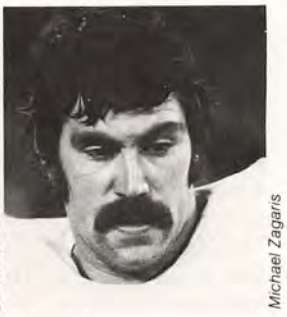
Gene Upshaw

Russ Reed

Dave Dalby

David Boss

George Buehler



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John Vella

Michael Zagaris

can get boring and repetitive for an offensive lineman. It takes sacrifice and dedication—a special kind of person—to stay alert and on top of things for every practice and every play of every game from the middle of July to the end of the Super Bowl."

And as diverse as they might be individually, Oakland's linemen share this responsiveness to authority, along with an utter lack of pretense, and an eagerness to put grass stains and sweat beads on playbook pep phrases such as "We will do whatever it takes to win," and "Make sure you are doing your job, because you can be damn sure the guy next to you is doing his."

This last motto assumes a kind of divinity with the linemen; one way or another, it finds its way into each of their conversations. For Vella, it began in the middle of 1973, when he replaced an injured Bob Brown and became the lone neophyte among a line of veterans. "I was conscious of being new and inexperienced, " he recalls, "and I didn't want to be the one to mess up. That feeling still goes. Hell, I'm a four-year starter, and I still work hard to avoid being the one."

Upshaw, possibly more ego-struck and certainly more vocal than the others, appears driven by a fear of "being the one." "None of us wants to be that guy," he says. "The worst thing in the world for an offensive lineman is to look up and see his man tackling a quarterback while everybody else's is blocked. I'd do anything to avoid that—anything, even hold—and that fear keeps you going as a lineman."

For Buehler, it is more a spiritual debt he owes the line by just being part of it. "I really love the guys I play with out there," he says. "I am always conscous of upholding the pride of the group. If my guy gets through and sacks Kenny, I am not concerned about the crowd booing me as much as I am about letting my people down. The rest of the guys struggle, sweat, and hurt to keep their men out, and I didn't keep mine out. I feel a responsibility to them to do as well as I can. I want to do my job perfectly, and I want the other guys to do their jobs perfectly. That way we can look at each other and up at the scoreboard and say, 'We did it!' It's a great feeling when that happens. And it's a terrible feeling when you cannot say that because you failed. That special oneness is spoiled, and it is *your* fault."

Whether inspired by pride or fear or habit, an attitude of closeness has become as much a part of Oakland's line as its "69 Boom Man." It is not born of any fraternal sentiment ("Closeness doesn't mean drinking beer together after practice, or you inviting me to dinner because you're white and I'm black," Upshaw is fond of saying. "Closeness is being able to pull together in those tight situations, when that's what you need to win.") but from the simple fact of interdependence.

"We have to function as a unit to be effective," says Buehler. "If one guy breaks down and our fullback gets stopped for no gain, the whole line has failed. The same goes for pass blocking. If one guy lets his man through, it doesn't

Russ Reed

The Raiders' line cuts a swath through the Denver Broncos for running back Clarence Davis.

Cobra bites man.

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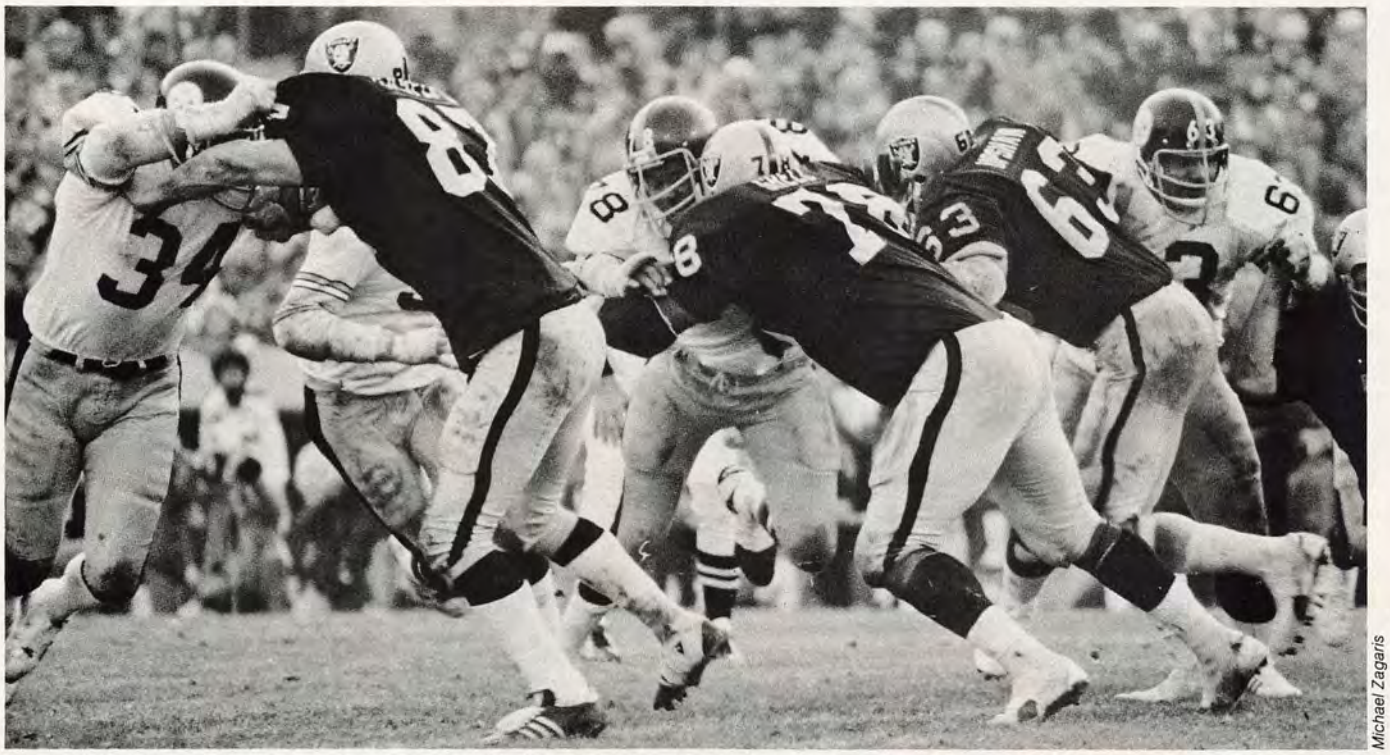
"It's one thing to have a guy who can knock Alan Page on his back," maintains left guard Gene Upshaw. "But is that guy coachable? All our guys are."



Michael Zagaris

A great left side at work—tight end Dave Casper, Shell, and Upshaw blocking against Pittsburgh in 1976 AFC championship game.

matter how effective the other four have been, the quarterback still gets sacked, and we look bad as a line. We are interdependent on each other for the achievement of the entire group. We have no individual identity on the field."

Such voluntary surrender of ego is well within character for an offensive lineman. Tackles, guards, and centers are self-sacrificing positions; like army inductees being shorn of civilian pompadours, a lineman gives up something of himself by merely reporting for duty as a blocker. Offensive linemen tend to be what management refers to as "coachable," people whose need for reward is neither public nor grasping. "When I face people such as L.C. Greenwood and Carl Eller in championship situations and neither of them gets a sack . . . well, nobody has to pick me for an all-pro team before I'll feel good," says Vella. "My teammates—especially Stabler—have confidence in me, and Al Davis is fair to me at contract time. Those are rewards enough."

"You have to be coachable," maintains Upshaw. "It's one thing to have a guy who can knock Alan Page on his back or who can keep Joe Greene off the quarterback, but is that guy coachable? All our guys are. We have guys who want to win, who know what it is to win, and who will do anything to keep from losing."

Sacrificial attitudes are particularly significant for a notorious and oft-honored team such as the Raiders, because recognition is unevenly distributed across the line. Stabler calls the majority of running plays over Upshaw and Shell, to the left side.

Disregarding the right side is a bit unfair, however. Running backs in the Raiders' offense always have cutback options, and pursuing linemen and linebackers are often quick enough to stop a play within three yards of scrimmage unless otherwise obstructed. "What good would it do if Shell and Upshaw were doing their jobs, and we weren't doing ours?" asks Vella. "If Mark van Eeghen cuts back inside like he usually does, he'd get flattened unless Dave and George and I weren't taking care of the pursuit."

Any resentment over being ignored is merely surface chaff blown away by game time. "We are all friends on Sunday," says Dalby.

"We believe in ourselves as a group," Upshaw says. "We believe we can do whatever it takes to win a football game. None of us really takes credit for what the whole line accomplishes, no matter how it might be reported in the papers. We don't criticize each other. We win together, we lose together, we sweat together, we cry together. But mostly we win together."

That last remark is still the truest measure of a line united in function. The most exacting test is administered by those critical situations in which the team must rise against a defense and a clock and defy the law of averages that states you cannot execute time after time against contending teams in the last few minutes of championship competition. The Raiders' line passes that examination with unusual regularity.

Steve Cassady is a free-lance writer who lives in San Francisco.

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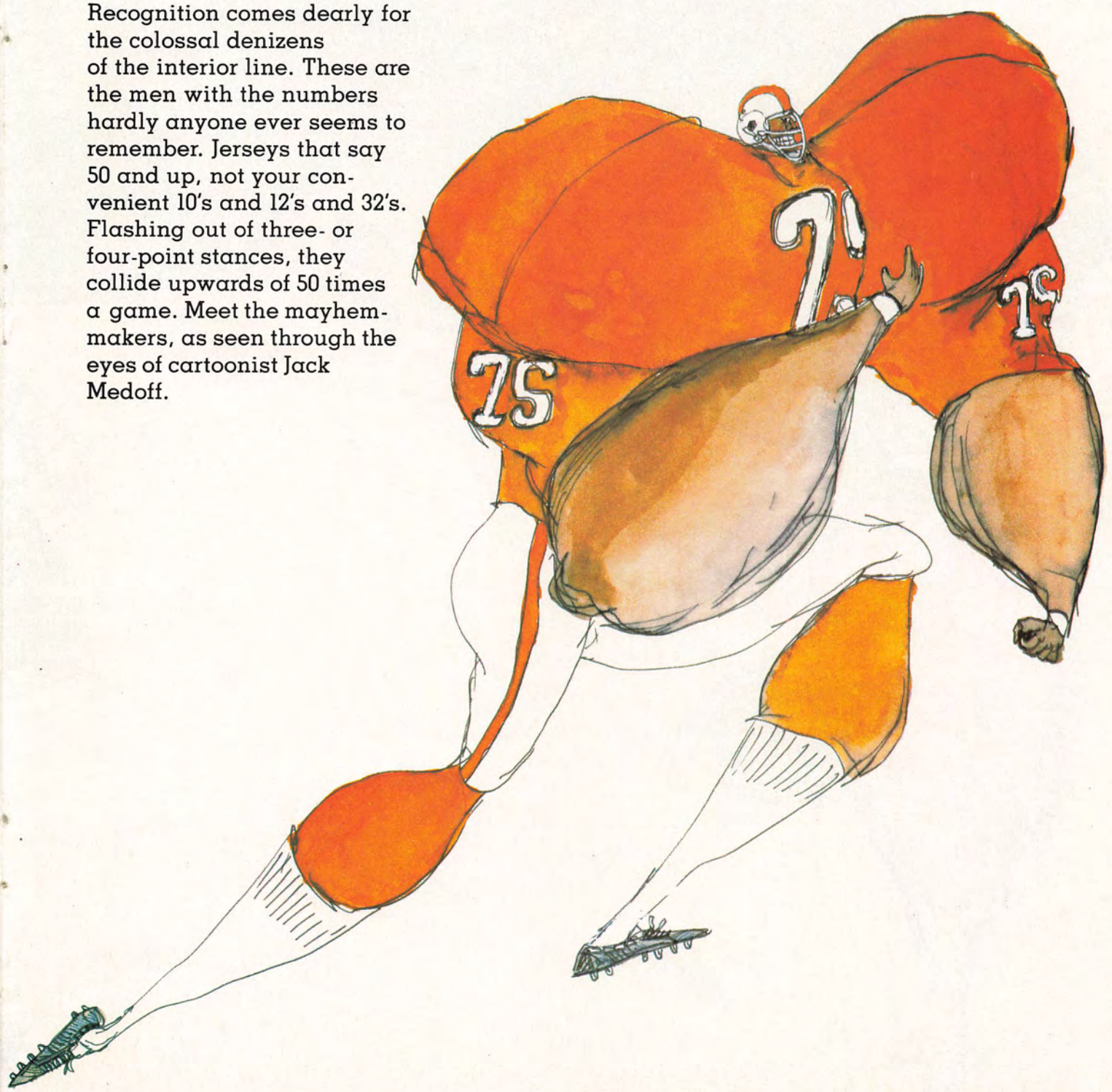

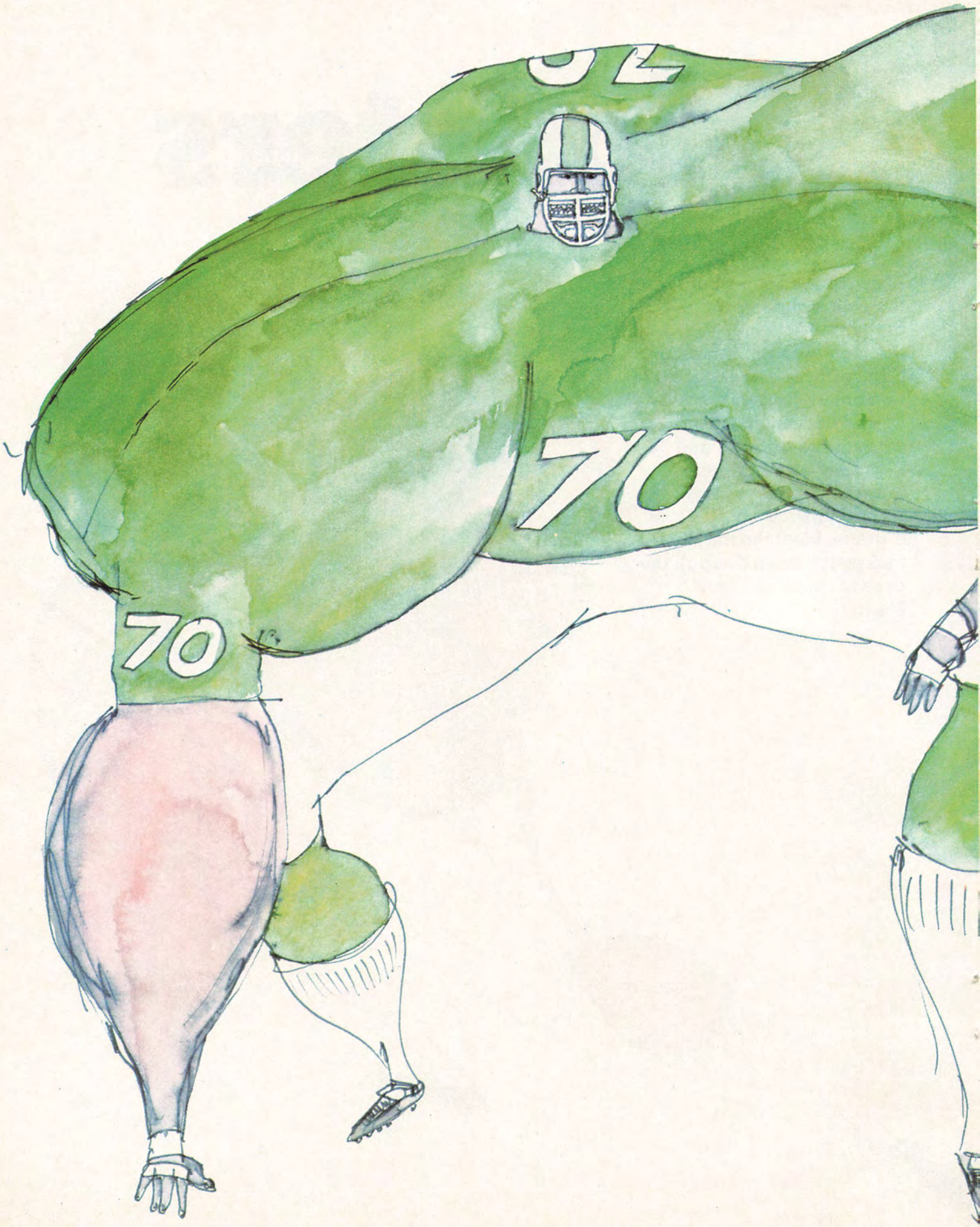
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70

Faster than a comet named Kahoutek. More powerful than a pipeline named Alaska. Able to squish section 34 with a single step . . . seemingly without regard for life and limb. The monster's domain is variously termed "the pit" and "the trenches." It's an uninviting part of the field, but it's where the real business of the day is conducted, eyeball-to-eyeball, between the time-honored irresistible force and the immovable object. One prevails. One relents. It was ever thus. *Pop. Smash. Crunch. Play on.*!

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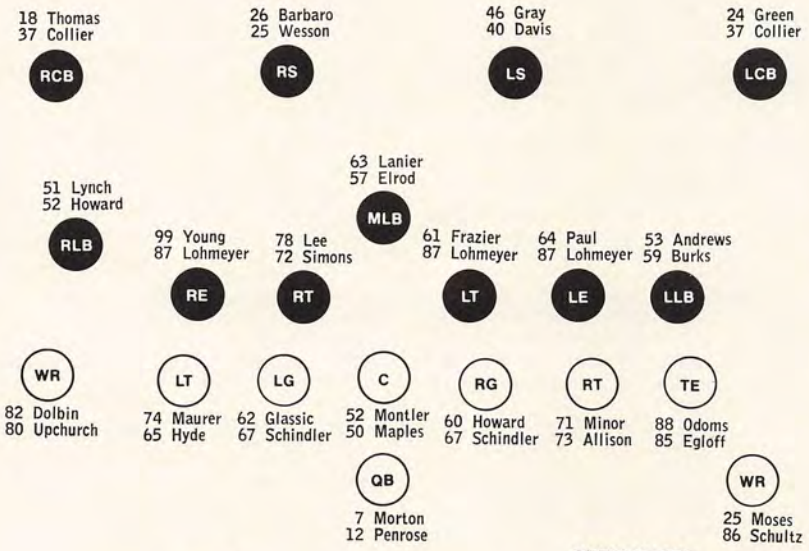


SPECIALISTS

Placekicker:
15 Jim Turner

Kickoffs:
35 Lonnie Perrin

Punter:
10 Bucky Dilts

Kick Centers:
50 Bobby Maples
65 Glenn Hyde

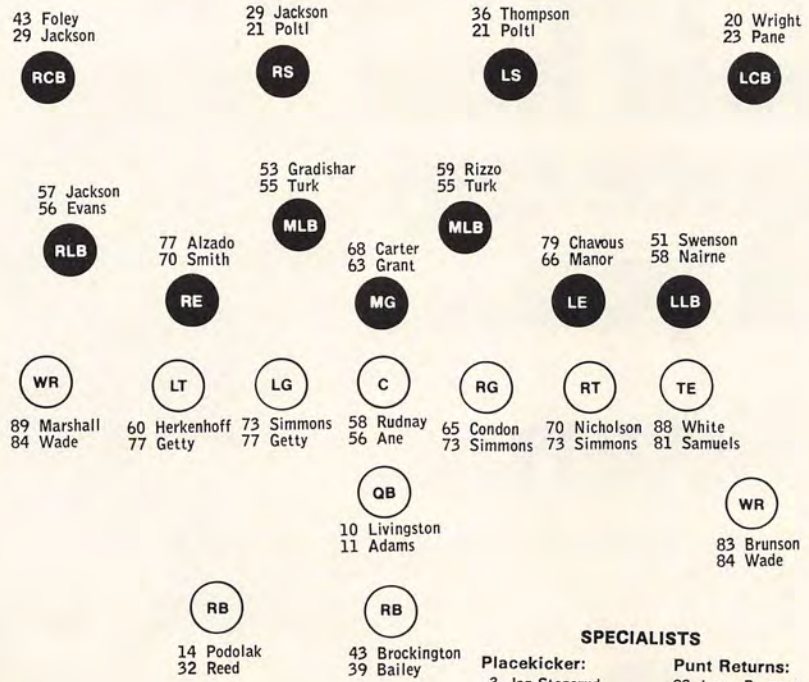
Holder:
14 Norris Weese

Punt Returns:
80 Rick Upchurch
23 Chris Pane

Kickoff Returns:
80 Rick Upchurch
23 Chris Pane

Broncos Offense

Broncos Defense



SPECIALISTS

Placekicker:
3 Jan Stenerud

Punters:
44 Jerrel Wilson
89 Henry Marshall

Kick Centers:
56 Charlie Ane
58 Jack Rudnay

Punt Returns:
83 Larry Brunson
24 Gary Green
25 Ricky Wesson

Kickoff Returns:
83 Larry Brunson
25 Ricky Wesson
32 Tony Reed

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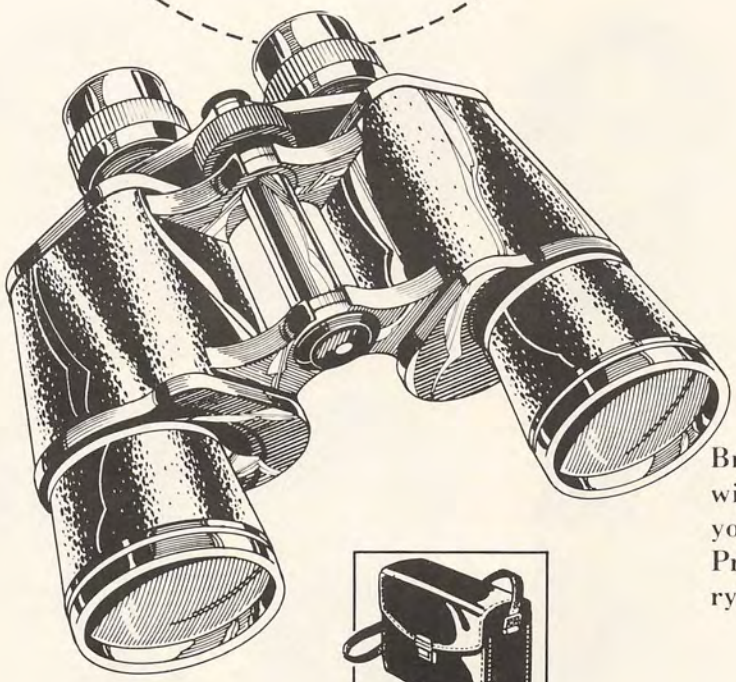

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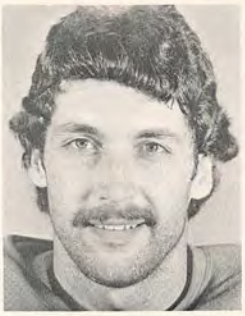

6 MARK VITALI
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10 MIKE LIVINGSTON
QB 6-4 211

11 TONY ADAMS
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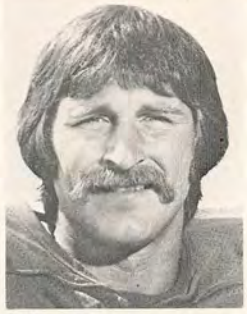

14 ED PODOLAK
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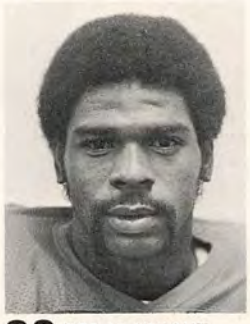
18 EMMITT THOMAS
CB 6-2 192

21 ARNOLD MORGADO
RB 6-0 210



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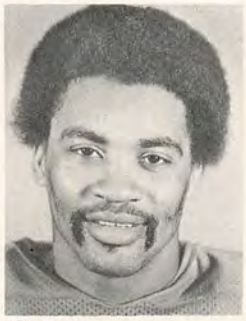

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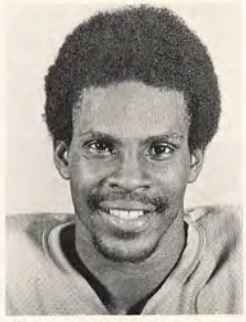

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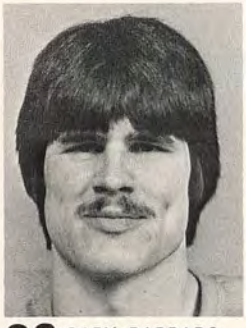

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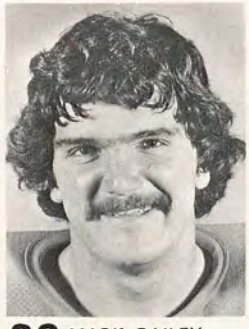
32 TONY REED
RB 5-11 197

37 TIM COLLIER
CB 5-11 166



39 MARK BAILEY
RB 6-3 237

40 RICKY DAVIS
DB 6-0 180

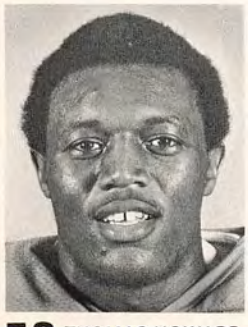
42 MacARTHUR LANE
RB 6-1 220

43 JOHN BROCKINGTON
RB 6-1 225

44 JERREL WILSON
P 6-2 222

46 TIM GRAY
S 6-1 200

51 JIM LYNCH
LB 6-1 225



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53 BILLY ANDREWS
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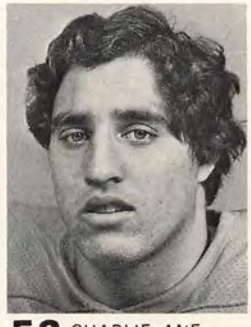
55 DAVE ROZUMEK
LB 6-1 212



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57 JIMBO ELROD
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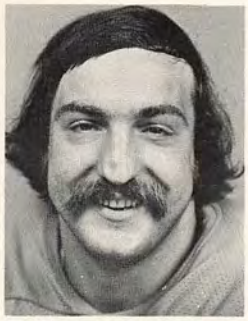

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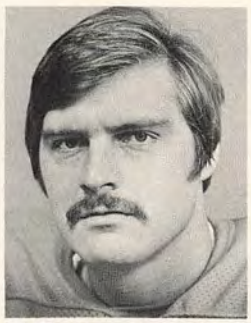
59 RAYMOND BURKS
LB 6-2 217



60 MATT HERKENHOFF
T 6-4 255

61 CLIFF FRAZIER
DT 6-4 265

62 DARIUS HELTON
G 6-2 260

63 WILLIE LANIER
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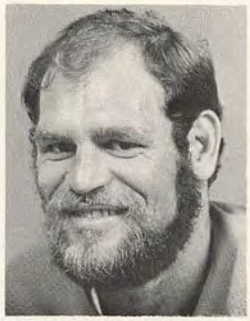
64 WHITNEY PAUL
DE 6-3 220

65 TOM CONDON
G 6-3 240



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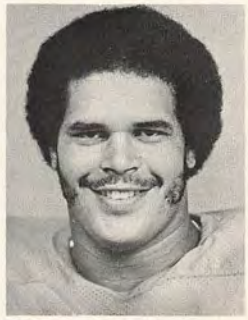

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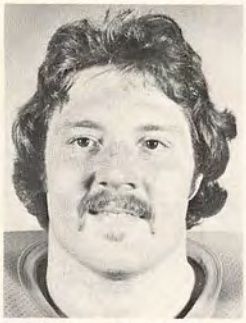
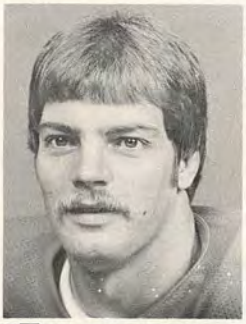
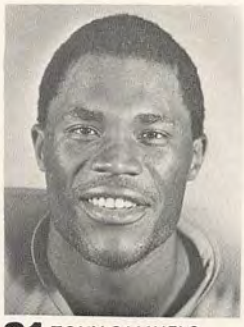


73 BOB SIMMONS
T 6-4 260

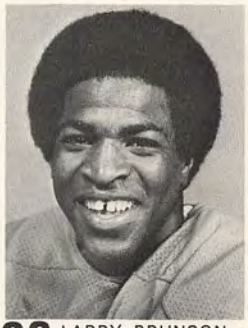


77 CHARLIE GETTY
G 6-4 260

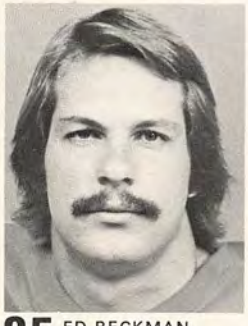
78 WILLIE LEE
DT 6-4 249



81 TONY SAMUELS
TE 6-4 229



83 LARRY BRUNSON
WR 5-11 180

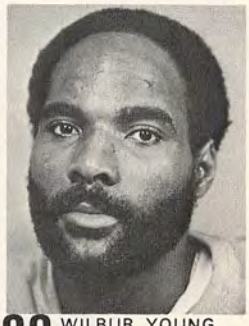


85 ED BECKMAN
TE 6-4 223

87 JOHN LOHMEYER
DE 6-4 229

88 WALTER WHITE
TE 6-3 218

89 HENRY MARSHALL
WR 6-2 205



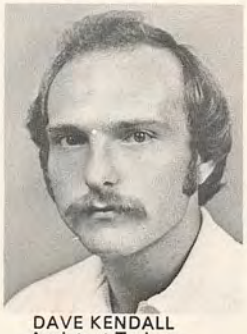
99 WILBUR YOUNG
DE 6-6 290

DR. HOWARD ELLFELDT
Orthopedic Specialist

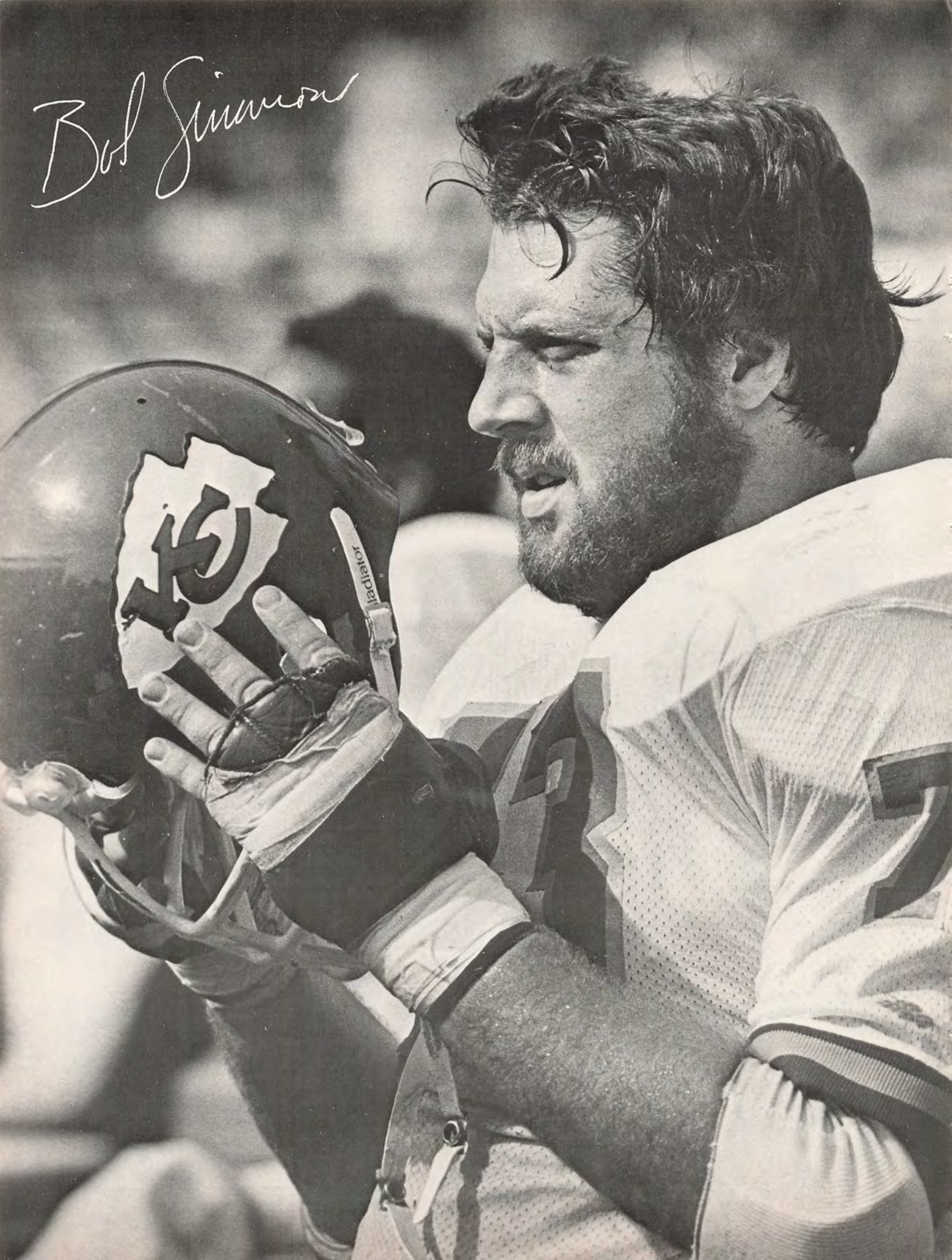
DR. ALBERT MILLER
Team Physician

WAYNE RUDY
Head Trainer

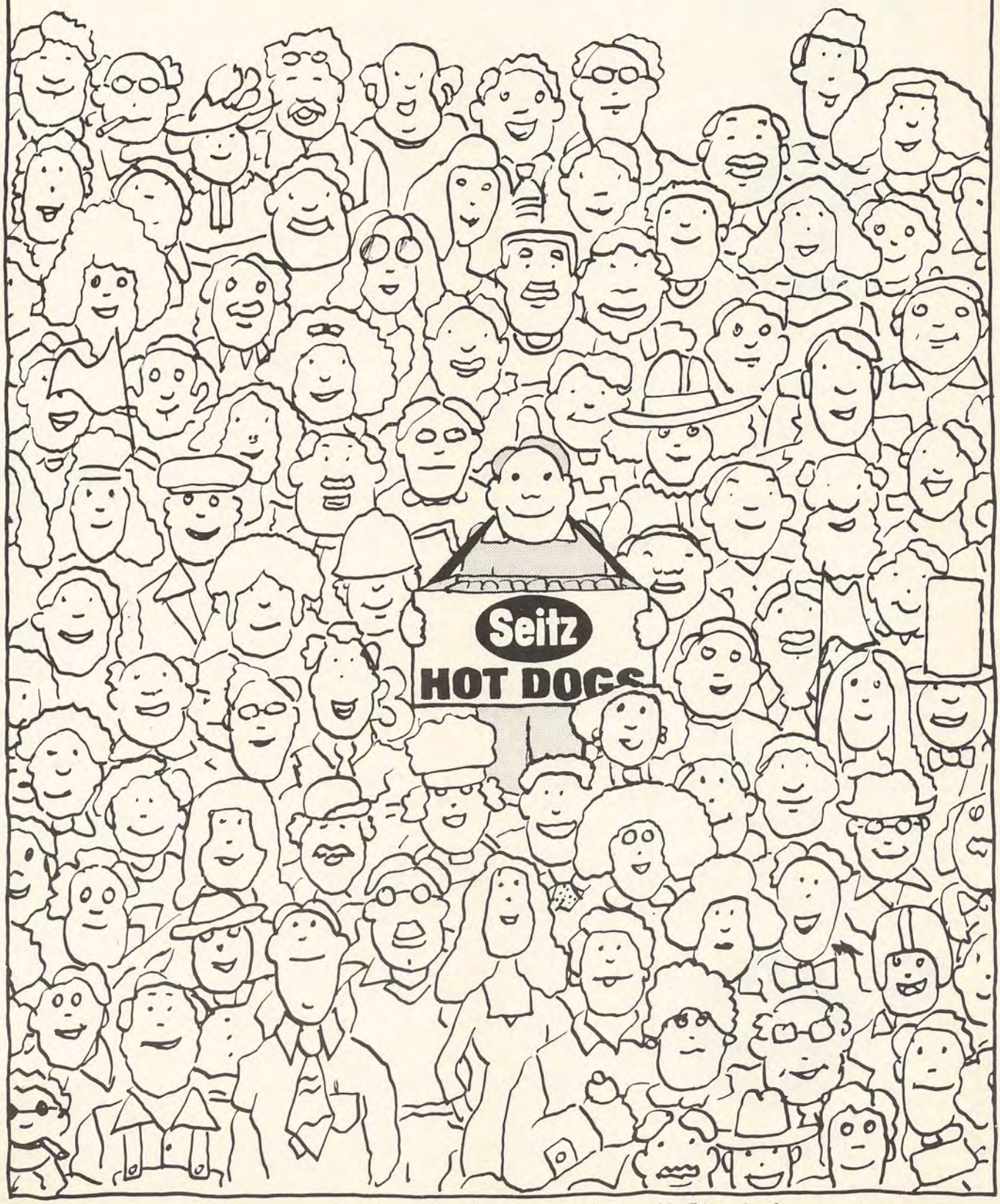
BOBBY YARBOROUGH
Assistant Trainer



DAVE KENDALL
Assistant Trainer


Bob Simmons
Gladiator

One person always stands out in a crowd.



S·e·i·t·z. The one and only hot dog served at all Chiefs home games.

The Magic Pan Football Plan

chiefs

Before or after the game, the perfect stop for a luscious crepe, dessert, coffee and a pre-game warm up or post game nightcap. Choose from Crepes Ratatouille . . . Alpine Cheese Sizzles . . . Strawberry Crepes Supreme . . . or any one of over 30 delectable crepe entrees and desserts. There are hearty soups and splendid salads, too! The check? You'll be pleasantly surprised. The Magic Pan, a great way to celebrate game day with a delightful meal that won't unbalance your budget.

Wines · Cocktails

Open until 1 AM Friday & Saturday, 9 PM Sunday, and 10 PM Monday through Thursday.

The Magic Pan®

crêperie

Seville Square • Third Floor

Major credit cards accepted

CHIEFS 1977 ROSTER

No.	Name	Pos.	Ht.	Wt.	NFL Exp.	Age	College
3	Stenerud, Jan	K	6-2	187	11	33	Montana State
6	Vitali, Mark	QB	6-5	209	10	22	Purdue
10	Livingston, Mike	QB	6-4	211	10	32	Southern Methodist
11	Adams, Tony	QB	6-0	198	3	27	Utah State
14	Podolak, Ed	RB	6-1	205	9	30	Iowa
18	Thomas, Emmitt	CB	6-2	192	12	34	Bishop
21	Morgado, Arnold	RB	6-0	210	1	25	Hawaii
22	McKnight, Ted	RB	6-1	203	R	23	Minnesota-Duluth
24	Green, Gary	CB	5-11	184	R	21	Baylor
25	Wesson, Ricky	DB	5-9	163	R	22	Southern Methodist
26	Barbaro, Gary	S	6-3	198	2	23	Nicholls State
32	Reed, Tony	RB	5-11	197	R	27	Colorado
37	Collier, Tim	CB	5-11	166	2	23	East Texas State
39	Bailey, Mark	RB	6-3	237	R	22	Calif. State Long Beach
40	Davis, Ricky	DB	6-0	180	3	24	Alabama
43	Brockington, John	RB	6-1	225	7	28	Ohio State
44	Wilson, Jerrel	P	6-2	222	15	36	Southern Mississippi
46	Gray, Tim	S	6-1	200	3	24	Texas A&M
51	Lynch, Jim	LB	6-1	225	11	32	Notre Dame
52	Howard, Thomas	LB	6-2	208	R	23	Texas Tech
53	Andrews, Billy	LB	6-0	220	11	32	Southeastern Louisiana
55	Rozumek, Dave	LB	6-1	212	2	23	New Hampshire
56	Ane, Charlie	C	6-1	233	3	25	Michigan State
57	Elrod, Jimbo	LB	6-0	223	2	23	Oklahoma
58	Rudnay, Jack	C	6-3	240	8	30	Northwestern
59	Burks, Raymond	LB	6-2	217	R	22	UCLA
60	Herkenhoff, Matt	T	6-4	255	2	26	Minnesota
61	Frazier, Cliff	DT	6-4	265	1	24	UCLA
62	Helton, Darius	G	6-2	260	R	22	North Carolina Central
63	Lanier, Willie	LB	6-1	245	11	32	Morgan State
64	Paul, Whitney	DE	6-3	220	2	24	Colorado
65	Condon, Tom	G	6-3	240	4	24	Boston College
70	Nicholson, Jim	T	6-6	275	4	27	Michigan State
72	Simons, Keith	DT	6-3	254	2	23	Minnesota
73	Simmons, Bob	T	6-4	260	1	23	Texas
77	Getty, Charlie	G	6-4	260	4	25	Penn State
78	Lee, Willie	DT	6-4	249	2	27	Bethune-Cookman
81	Samuels, Tony	TE	6-4	229	R	24	Bethune-Cookman
83	Brunson, Larry	WR	5-11	180	4	28	Colorado
84	Wade, Charley	WR	5-9	160	3	27	Purdue
85	Beckman, Ed	TE	6-4	223	R	22	Florida State
87	Lohmeyer, John	DE	6-4	229	4	26	Emporia State
88	White, Walter	TE	6-3	218	3	26	Maryland
89	Marshall, Henry	WR	6-2	205	2	23	Missouri
99	Young, Wilbur	DE	6-6	290	7	28	William Penn

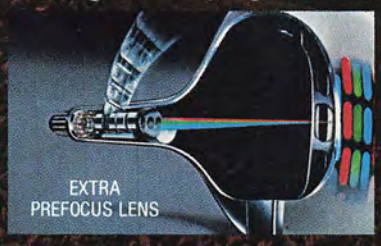
COACHING STAFF

HEAD COACH: Tom Bettis

ASSISTANTS: Jack Christansen, Chet Franklin, Steve Ortmayer, Tom Pratt, Bob Schnelker, Joe Spencer

Quintrix II from Panasonic. So lifelike you'll feel you're part of the picture.

The team's set. Signals called. The ball is snapped. The kicker kicks. The ball sails through the uprights... and into your arms.



Not quite. But it sure feels that way. Because the Quintrix II™ color picture tube from Panasonic delivers a picture of such startling clarity and color, you actually feel you're part of the picture.

How did we do it? With an unusual engineering development. An extra prefocus lens that concentrates and focuses the electron beam. For a sharp, clear picture. With an in-line black matrix picture tube for brightness and contrast. With a chassis that uses Medium Scale Integrated Circuits (MSIC). Designed to add reliability and reduce power consumption.

Panasonic offers Quintrix II in 10″ to 19″ (diag meas) sets. Some with wireless electronic remote control.

Quintrix II by Panasonic. So lifelike there'll be more football in every football game, more baseball in every baseball game, more... well, you get the idea.

TV picture simulated.
Cabinetry is simulated wood grain.

Panasonic®
just slightly ahead of our time.

Chiefs

OFFENSE

89	Henry Marshall	SE
60	Matt Herkenhoff	LT
73	Bob Simmons	LG
58	Jack Rudnay	C
65	Tom Condon	RG
70	Jim Nicholson	RT
88	Walter White	TE
83	Larry Brunson	FL
10	Mike Livingston	QB
14	Ed Podolak	HB
43	John Brockington	FB

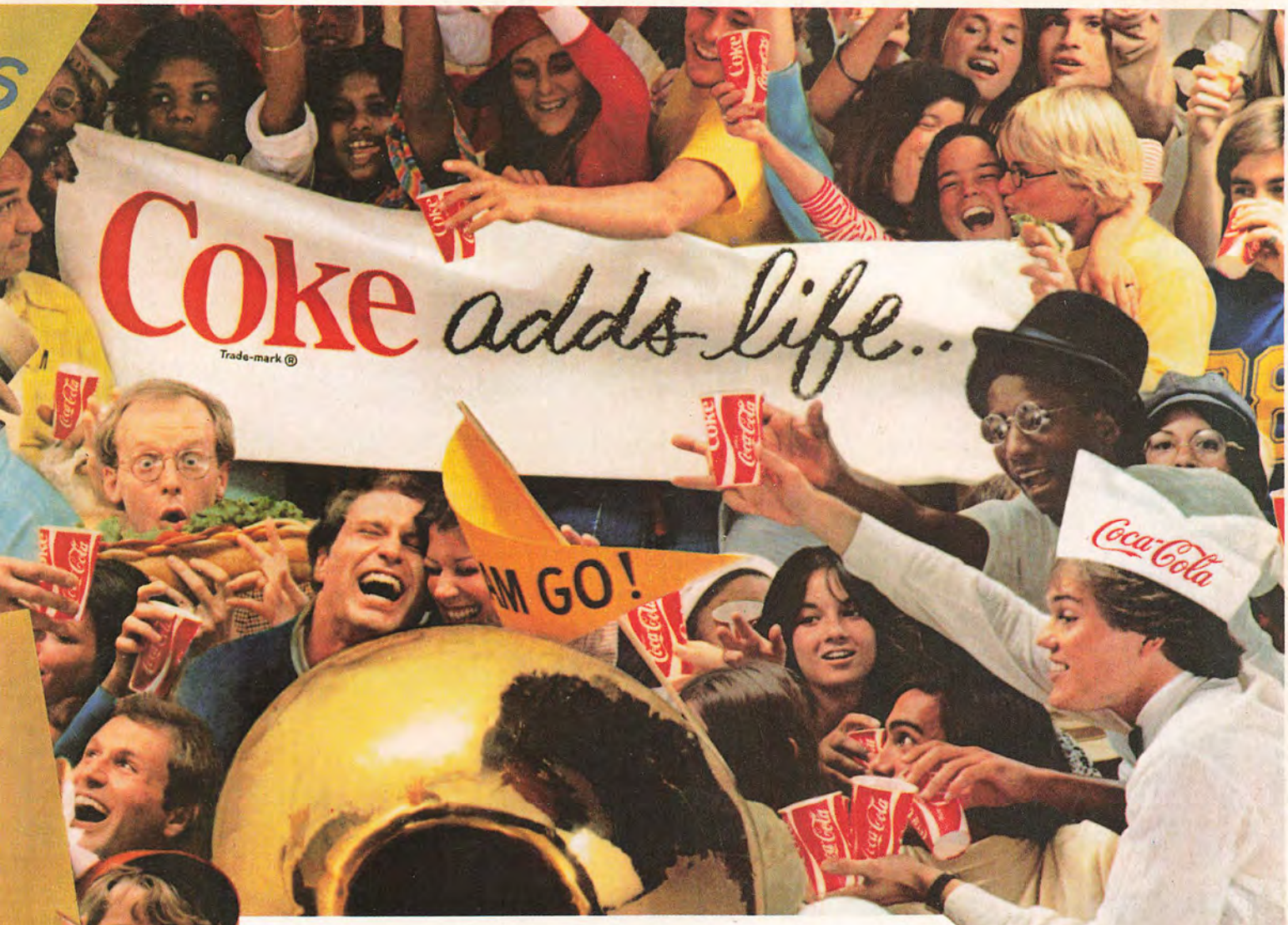
DEFENSE

64	Whitney Paul	LE
61	Cliff Frazier	LT
78	Willie Lee	RT
99	Wilbur Young	RE
53	Billy Andrews	LLB
63	Willie Lanier	MLB
51	Jim Lynch	RLB
24	Gary Green	LCB
46	Tim Gray	SS
26	Gary Barbaro	WS
18	Emmitt Thomas	RCB

NUMERICAL ROSTER

3	Stenerud, Jan	K
6	Vitali, Mark	QB
10	Livingston, Mike	QB
11	Adams, Tony	QB
14	Podolak, Ed	RB
18	Thomas, Emmitt	CB
21	Morgado, Arnold	RB
22	McKnight, Ted	RB
24	Green, Gary	CB
25	Wesson, Ricky	DB
26	Barbaro, Gary	S
32	Reed, Tony	RB
37	Collier, Tim	CB
39	Bailey, Mark	RB
40	Davis, Ricky	DB
43	Brockington, John	RB
44	Wilson, Jerrel	P
46	Gray, Tim	S
51	Lynch, Jim	LB
52	Howard, Thomas	LB
53	Andrews, Billy	LB
55	Rozumek, Dave	LB
56	Ane, Charlie	C
57	Elrod, Jimbo	LB
58	Rudnay, Jack	C
59	Burks, Raymond	LB
60	Herkenhoff, Matt	T
61	Frazier, Cliff	DT
62	Helton, Darius	G
63	Lanier, Willie	LB
64	Paul, Whitney	DE
65	Condon, Tom	G
70	Nicholson, Jim	T
72	Simons, Keith	DT
73	Simmons, Bob	T
77	Getty, Charlie	G
78	Lee, Willie	DT
81	Samuels, Tony	TE
83	Brunson, Larry	WR
84	Wade, Charley	WR
85	Beckman, Ed	TE
87	Lohmeyer, John	DE
88	White, Walter	TE
89	Marshall, Henry	WR
99	Young, Wilbur	DE

"Coca-Cola" and "Coke" are registered trade-marks which identify the same product of The Coca-Cola Company.



Broncos

OFFENSE

82	Jack Dolbin	WR
74	Andy Maurer	LT
62	Tom Glassic	LG
52	Mike Montler	C
60	Paul Howard	RG
71	Claudie Minor	RT
88	Riley Odoms	TE
25	Haven Moses	WR
7	Craig Morton	QB
24	Otis Armstrong	RB
35	Lonnie Perrin	RB

DEFENSE

79	Barney Chavous	LE
68	Rubin Carter	NT
77	Lyle Alzado	RE
51	Bob Swenson	LLB
59	Joe Rizzo	LLB
53	Randy Gradishar	RLB
57	Tom Jackson	RLB
20	Louis Wright	LCB
43	Steve Foley	RCB
36	Bill Thompson	SS
29	Bernard Jackson	WS

NUMERICAL ROSTER

7	Morton, Craig	QB
10	Dilts, Bucky	P
12	Penrose, Craig	QB
14	Weese, Norris	QB
15	Turner, Jim	K
20	Wright, Louis	CB
21	Poltl, Randy	S
23	Pane, Chris	FS
24	Armstrong, Otis	RB
25	Moses, Haven	WR
26	Riley, Larry	CB
29	Jackson, Bernard	DB
30	Jensen, Jim	RB
32	Keyworth, Jon	RB
35	Perrin, Lonnie	RB
36	Thompson, Billy	S
41	Lytle, Rob	RB
43	Foley, Steve	S
50	Maples, Bobby	C
51	Swenson, Bob	LB
52	Montler, Mike	C
53	Gradishar, Randy	LB
55	Turk, Godwin	LB
56	Evans, Larry	LB
57	Jackson, Tom	LB
58	Nairne, Rob	LB
59	Rizzo, Joe	LB
60	Howard, Paul	G
62	Glassic, Tom	G
63	Grant, John	DE
65	Hyde, Glenn	T
66	Manor, Brison	DE
67	Schindler, Steve	G
68	Carter, Rubin	DT
70	Smith, Paul	DT
71	Minor, Claudie	T
73	Allison, Hank	T
74	Maurer, Andy	T
77	Alzado, Lyle	DE
79	Chavous, Barney	DE
80	Upchurch, Rick	WR
82	Dolbin, Jack	WR
85	Egloff, Ron	TE
86	Schultz, John	WR
88	Odoms, Riley	TE

IT TOOK A WINE MERCHANT TO BLEND A SCOTCH THIS PLEASING TO THE PALATE.

Ever since the late 1600's, Berry Brothers & Rudd, Ltd. have affixed their personal label to some of the world's most expensive and pleasing potions. And their shop in London has attracted a parade of peers, poets and prime ministers to its door.

Lords tippled here.

Naturally, when Berry Brothers & Rudd created a Scotch Whisky, they blended it to meet the expectations of noble tastes. The result was Cutty Sark Scots Whisky. A Scotch of uncommon breeding and distinctive smoothness.

Today, you can obtain Cutty Sark from your neighborhood spirits merchant, secure in the knowledge that it will live up to its heritage. You'd expect no less from the people who provided Napoleon III with claret, Beau Brummel with chambertin, and Lord Byron with port.

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"CUTTY SARK," "CUTTY," THE CUTTY SARK LABEL AND THE CLIPPER SHIP DESIGN ARE REGISTERED TRADEMARKS OF BERRY BROS. & RUDD LTD., LONDON, ENGLAND.
86 PROOF BLENDED SCOTCH WHISKY DISTILLED AND BOTTLED IN SCOTLAND. IMPORTED BY THE BUCKINGHAM CORPORATION, NEW YORK, N.Y.

BRONCOS 1977 ROSTER

No.	Name	Pos.	Ht.	Wt.	NFL Exp.	Age	College
7	Morton, Craig	QB	6-4	213	13	33	California
10	Dilts, Bucky	P	5-9	190	R	23	Georgia
12	Penrose, Craig	QB	6-3	205	2	23	San Diego State
14	Weese, Norris	QB	6-1	193	2	25	Mississippi
15	Turner, Jim	K	6-2	212	14	36	Utah State
20	Wright, Louis	CB	6-2	195	3	23	San Jose State
21	Poltl, Randy	S	6-2	188	4	24	Stanford
23	Pane, Chris	FS	5-11	185	2	23	Chico State
24	Armstrong, Otis	RB	5-10	197	5	25	Purdue
25	Moses, Haven	WR	6-2	200	10	30	San Diego State
26	Riley, Larry	CB	5-10	189	R	23	Salem College
29	Jackson, Bernard	DB	6-0	181	6	27	Washington State
30	Jensen, Jim	RB	6-3	240	2	23	Iowa
32	Keyworth, Jon	RB	6-3	234	4	26	Colorado
35	Perrin, Lonnie	RB	6-1	224	2	25	Illinois
36	Thompson, Billy	S	6-1	200	9	30	Maryland State
41	Lytle, Rob	RB	6-1	196	R	22	Michigan
43	Foley, Steve	S	6-2	190	2	23	Tulane
50	Maples, Bobby	C	6-3	250	13	34	Baylor
51	Swenson, Bob	LB	6-3	225	3	24	California
52	Montler, Mike	C	6-4	231	9	33	Colorado
53	Gradishar, Randy	LB	6-3	224	4	25	Ohio State
55	Turk, Godwin	LB	6-2	230	4	27	Southern University
56	Evans, Larry	LB	6-2	218	2	24	Mississippi College
57	Jackson, Tom	LB	5-11	224	5	27	Louisville
58	Nairne, Rob	LB	6-4	220	R	23	Oregon State
59	Rizzo, Joe	LB	6-1	223	4	26	Merchant Marine Academy
60	Howard, Paul	G	6-3	260	4	26	Brigham Young
62	Glassic, Tom	G	6-4	248	2	23	Virginia
63	Grant, John	DE	6-3	246	5	27	Southern California
65	Hyde, Glenn	T	6-3	255	4	26	Pittsburgh
66	Manor, Brison	DE	6-4	247	1	24	Arkansas
67	Schindler, Steve	G	6-3	252	R	23	Boston College
68	Carter, Rubin	DT	6-0	254	3	24	Miami
70	Smith, Paul	DT	6-3	250	10	31	New Mexico
71	Minor, Claudie	T	6-4	280	4	26	San Diego State
73	Allison, Hank	T	6-3	255	5	30	San Diego State
74	Maurer, Andy	T	6-3	265	8	28	Oregon
77	Alzado, Lyle	DE	6-3	250	7	28	Yankton
79	Chavous, Barney	DE	6-3	250	5	26	South Carolina State
80	Upchurch, Rick	WR	5-10	180	3	25	Minnesota
82	Dolbin, Jack	WR	5-10	183	3	28	Wake Forest
85	Egloff, Ron	TE	6-5	227	R	21	Wisconsin
86	Schultz, John	WR	5-10	183	2	24	Maryland
88	Odoms, Riley	TE	6-4	232	6	27	Houston

COACHING STAFF

HEAD COACH: Bob (Red) Miller

ASSISTANTS: Marv Braden, Joe Collier, Bob Gambold, Ken Gray, Stan Jones, Myrel Moore, Babe Parilli, Fran Polsfoot, Paul Roach.

TURN OLD PASTEBOARD INTO
DELICIOUS PIZZA
YOUR CHIEFS TICKET STUB (or this ad) GOOD FOR
$1 OFF
on any large PIZZA at the
PIZZA POWER PLANT
in the BRYWOOD CENTRE
63rd & BLUE RIDGE CUTOFF
(Just North of 6 Theatres)
2½ Miles South of Arrowhead
LIMIT 1 COUPON PER PIZZA
(COUPON GOOD THRU DECEMBER 31, 1977)
63rd
BRYWOOD Centre
PIZZA POWER PLANT
You Are Here
ARROWHEAD
Blue Ridge Cutoff
I-435
I-70
OPEN 7 DAYS A WEEK
DINE IN OR TAKE OUT
Call Ahead So Your Order Will Be Ready — 358-7750

HALFTIME ENTERTAINMENT

The Marching Mules of Central Missouri State University are known throughout the Midwest for their many appearances at professional sports events and for their support of the CMSU Fighting Mules football team. The band today is making its 11th appearance for the Kansas City Chiefs and the second this season after having previously served for the fifth year as host band at the annual Chiefs Band Day. Previous appearances have included three performances for the St. Louis Football Cardinals and the Pecan Bowl in Arlington, Texas.

Dr. Russell Coleman is in his 14th year as director of bands and since 1975 has also served as head of the department of music. He is assisted by Robert Gifford and Thomas Horst plus a staff of graduate assistants. Drum majors are Larry Rogers from Camdenton and Lavore Richmond from Fulton.

Central Missouri State University has a current campus enrollment of 9,500 students. Dr. Warren C. Lovinger has served as President of the university since 1956.

RESTAURANT & BAR

Sam Wilson's

MEAT MARKET

Merrill

LUNCH AND DINNER

Purveyor of the Finest in Meats and Other Essentials • Tender Beef • Down-Home Fried Chicken • Barbecued Specialties among other fine eats.

SUMPTUOUS SALAD BAR

Teeming with fresh vegetarian delights and delightful garnishes, as well as bounteous portions of CHEESE and BREADS.
Included in the modest price of all dinners...also available at lunch.

MEN, WOMEN and children ALL

Without distinction of age or gender will find the goods and diversions unrivaled.

Luncheon served Monday thru Saturday
Dinner served nightly and Noon-9 PM Sunday.

RARE ARTIFACTS AND FANCIES

Splendid geegaws and paraphernalia adorning every room to the remotest corners and cubbyholes.

POTABLES AND OTHER PLEASURES IN THE LOUNGE

Missouri locations • Beer only in Kansas

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ALL MAY GATHER AT

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KANSAS CITY, MO. • 1029 W. 103rd • 942-9119
Just East of State Line
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MONDAY NIGHT TELEVISION SCHEDULE

November 21—
Green Bay at Washington

November 28—
Buffalo at Oakland

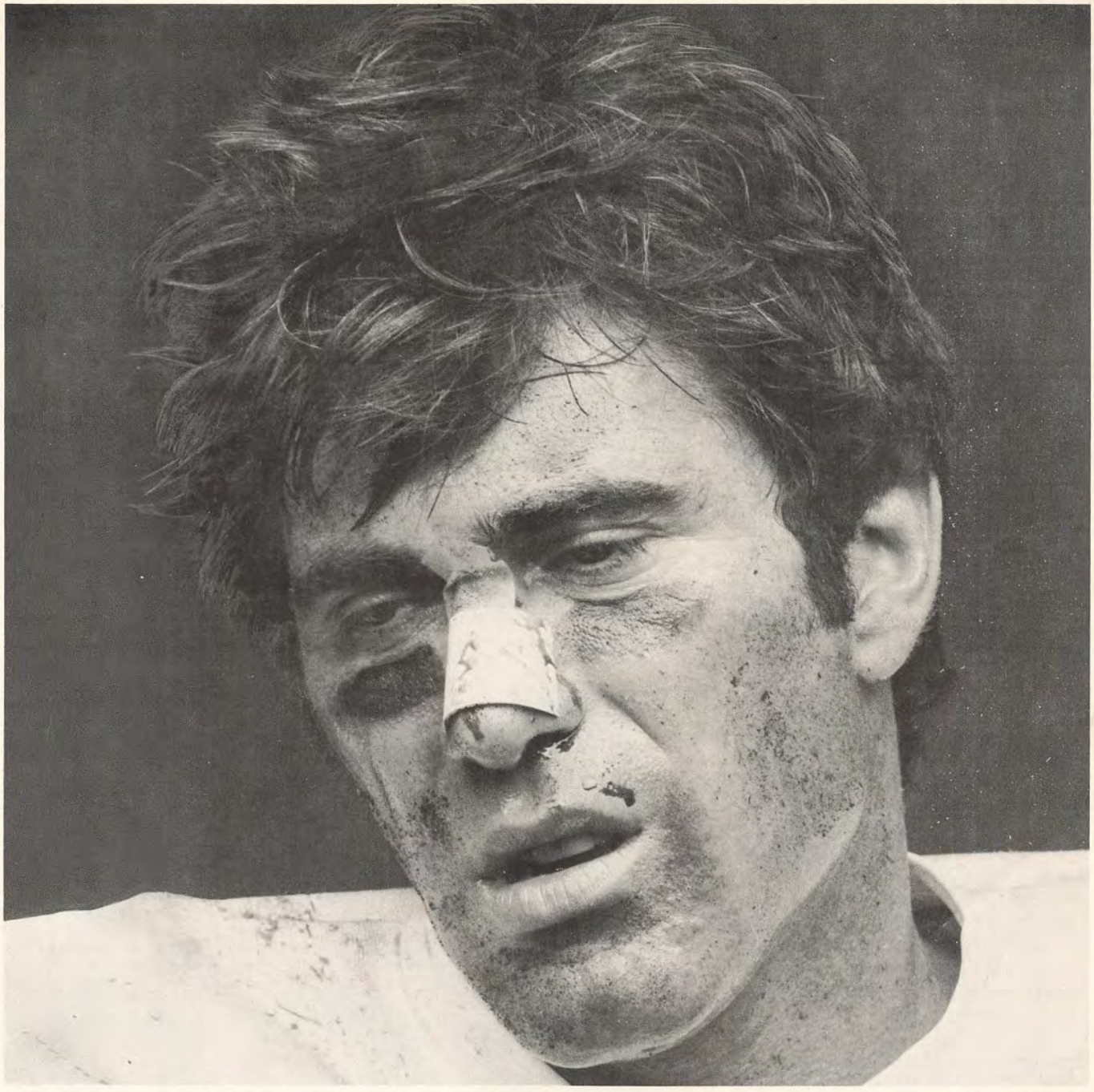
December 5—
Baltimore at Miami

December 12—
Dallas at San Francisco

CORRECTION

Today's national section of PRO! carries a Sony Betamax ad with a reference to two-hour recording. Please note that two-hour recording is possible only with model SL-8200 and not with the SL-7200 recorder shown. We regret this unintentional error.

—Sony Corporation of America



GET YOUR HEAD TOGETHER

Dep® for Men

Control is the name of the game. Ball control on the field. Hair control in the dressing room. Dep originated the most effective system of hair control ever. With a fantastic line of dry styling super-groomers. If you want to look sharp right after *your* game, use Dep for Men.

REVCO DISCOUNT DRUG CENTERS

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DENVER BRONCOS

COACHING STAFF

Bob (Red) Miller

Head Coach Bob (Red) Miller is in his first season as an NFL head coach after serving 17 years as a pro assistant. He was named to the Denver head coaching position on February 1, 1977. He has served as an offensive line coach with five teams: New England (Boston) Patriots in 1960–61 and 1973–76, Buffalo Bills in 1962, Denver Broncos in 1963–65, St. Louis Cardinals in 1966–70, and Baltimore Colts in 1971–72. He was also the offensive coordinator for the last four years at New England under Chuck Fairbanks. Miller did not play professional football.

Background Miller was a standout guard at Western Illinois from 1946–49 and was the Leathernecks' most valuable player the last three years. He was a high school coach at Astoria and Canton, Illinois before returning to Western Illinois as an assistant coach from 1953–59.

Personal Miller was born October 31, 1927 in Macomb, Illinois. He and his wife, Nancy, live in Denver. They have two children, Lana and Steve.

Coaching Staff Marv Braden, special teams; Joe Collier, defensive coordinator; Bob Gambold, defensive backfield; Ken Gray, offensive line; Stan Jones, defensive line; Myrel Moore, linebackers; Babe Parilli, quarterbacks; Fran Polsfoot, receivers; and Paul Roach, offensive backfield.

PLAYERS

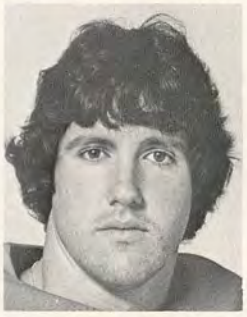
7 CRAIG MORTON
QB 6-4 213

15 JIM TURNER
K 6-2 212

25 HAVEN MOSES
WR 6-2 200

29 BERNARD JACKSON
DB 6-0 181

36 BILLY THOMPSON
S 6-1 200



51 BOB SWENSON
LB 6-3 225

52 MIKE MONTLER
C 6-4 231

53 RANDY GRADISHAR
LB 6-3 224

57 TOM JACKSON
LB 5-11 224

59 JOE RIZZO
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77 LYLE ALZADO
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80 RICK UPCHURCH
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82 JACK DOLBIN
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DENVER BRONCOS

By Dave Frei

"All we do," says Denver Bronco linebacker Tom Jackson, "is get a little bit crazy for 60 minutes."

"Crazy," albeit a somewhat controlled craziness, is about right for this group of people, the Broncos 'backers, the heart of the now-famed "Orange Crush" defense.

A pair of draft choices (Randy Gradishar and Jackson) and two free agents (Bob Swenson and Joe Rizzo) comprise the group which has helped the Broncos defenders hold their opponents to just 91 points in nine games while leading the American Football Conference in defense against the rush.

"I like to think of them as our group of savages," says Broncos head coach Red Miller. "They love to get after people."

It's a young group—Jackson is the senior citizen in his fifth year in the league. Gradishar and Rizzo joined the Broncos in 1974, with Swenson signing on in 1975. Prior to this season, that's 12 collective years of experience for the four of them.

While individually they were getting a lot of playing time, it was not until 1976 that they came together as a unit when the club made the switch to the "30" defense in the face of a number of injuries to defensive linemen.

"Playing together last year and in the preseason this year makes all the difference," says Gradishar, the team's top draft choice out of Ohio State in 1974.

"You need to play together to become good," he continues. "That's what championship teams have. We've gotten to know each other and I think that's why we've improved. Somebody might make a mistake, but we all know what to expect of each other and nine times out of ten the guy next to him will cover for it."

"We're growing as pro players together," says Jackson, "because we're about the same ages. When we're on the field, we're always talking to each other to keep ourselves aware. When we first started playing together we made a lot of mistakes. A couple of games we were really messing up, but we have it down now.

"We have that extra communication. In a game we might be in a tight situation, but we keep each other loose. That's what it's going to be—a gut check."

It was once said by one of the Broncos that it was tough to get a tackle because there were so many other players getting to the ball carrier first.

Most of the time it has been one of these linebackers. They get there in a hurry, too. Jackson, a former fullback, runs the 40 in 4.55. Swenson has clocked 4.6, Rizzo 4.65 and Gradishar 4.75.

"We're not rah-rah, yelling at people," says Swenson. "We try to lead by example. We like to rattle people around a little bit, like a ping-pong ball."

Gradishar leads the team in tackles, as he did last year, with 91 first hits and 44 assists. His high game was 17 first hits and six assists in the second Oakland game.

Swenson was named the Associated Press defensive player of the week for his effort against the Chiefs in Denver last month with an 18-tackle performance, and has 60 first hits and 38 assists for the season to rank second behind Gradishar.

Jackson (41-30) and Rizzo (36-30) have each missed parts of three games with injuries, but their contributions are still of a major nature. Rizzo intercepted three of Ken Stabler's passes on October 16 as the Broncos bounced the Raiders, 30-7.

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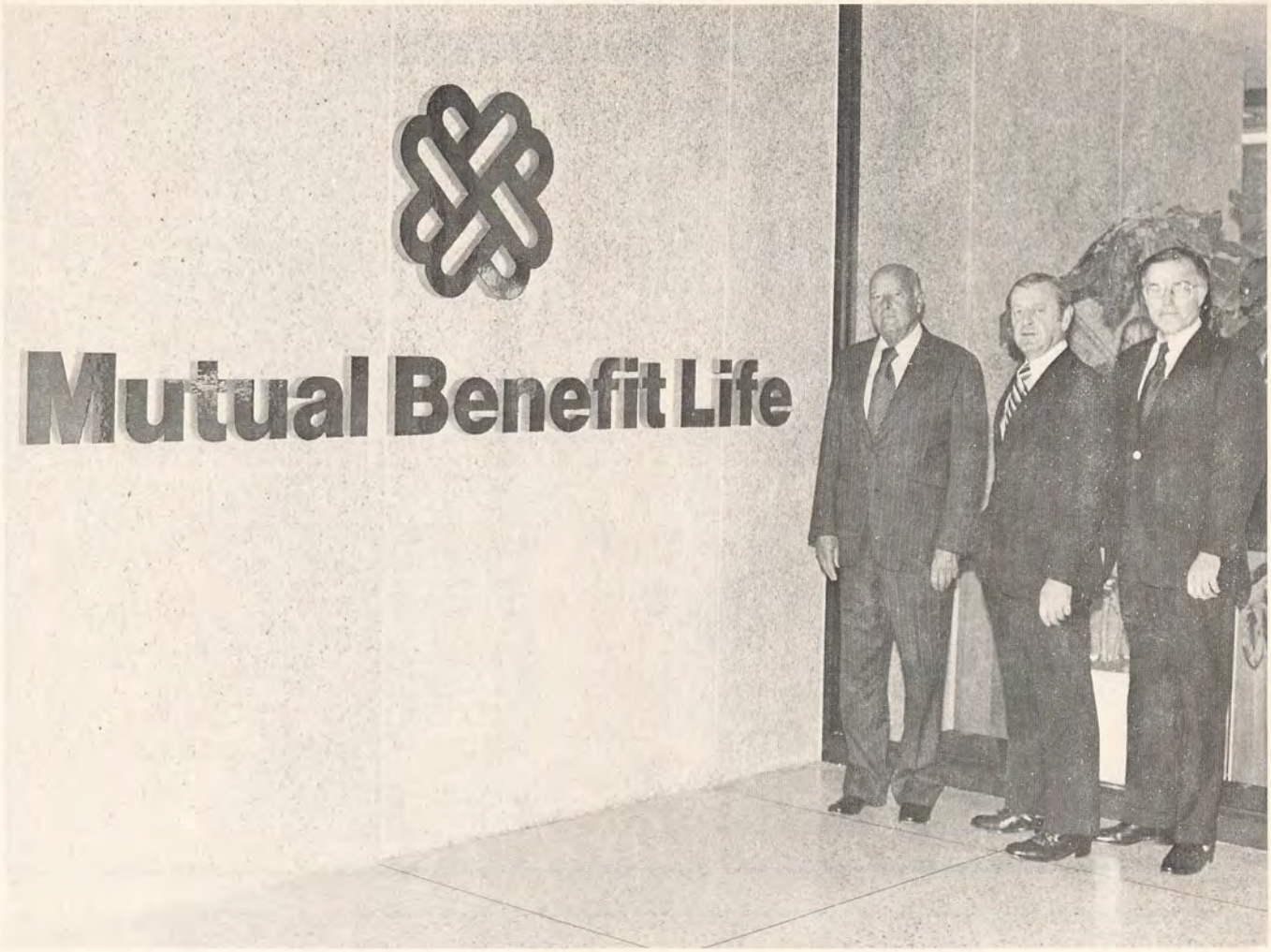

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A Tackle Who Takes the Offensive

By Rich Koster

Photographs by Herb Weitman

The Cardinals' Dan Dierdorf speaks softly (yet candidly) about his talents, but he carries a big hit.

Dan Dierdorf may be the best example of the new psychology of the offensive lineman. The St. Louis Cardinals' tackle is an intimidator, an enforcer every bit as violent and aggressive as the wild-eyed men on the defensive side of scrimmage.

Youngblood and Lambert, Too Tall and Bergey, Greene and Siemon. None of them picks on Dierdorf. At a position traditionally defined as one of sacrifice —the sacrifice of your person for the team good—the 6-foot 3-inch, 280-pound Dierdorf deals in giving out punishment, not absorbing it.

In fact, he deals in domination. Winning, or beating his man, is not enough. In 70 plays, if he is not dominant on 68, he is disappointed. In his own mind, he has failed.

"I don't like the position the defensive lineman is in of having me beat the hell out of him all day long, and then once—just once—he slips through and gets the quarterback," says Dierdorf. "I can fall down or anything can happen, and he gets through and dumps the quarterback.

"There he is, laying on the quarterback. And I'm embarrassed in front of twenty-five million people.

"I don't like his having that kind of advantage. He makes one decent play and everyone thinks he's had a hell of a day. But while I'm pushing him all over the field, there are three others covering for him. I see it as an unfair advantage. I'm ego-oriented, too. I think of myself.

"So the way you combat that is with aggression. If he's going to just fall into one good play, then he's going to have to pay for it. And I'm not talking about once or twice.

"I'm saying that I go out there to dominate him. Put that in capital letters. I want to DOMINATE him. I want to own him, lock, stock, and barrel. If I want him to go left, he has to go left. If I want him to go right, he goes right.

"Primarily, I'm talking about a physical battle. But there is a technique,

Dierdorf buckles on his Big Red helmet.

naturally. When a team prepares for us, they'll see tendencies, and their coaches will warn, drill into my man: 'Don't let him hook you . . . Don't let him hook you.'

"So the guy will line up a yard outside me. He'll exaggerate his angle. And I hook him. I own him. I destroy his confidence.

"You've got to do that quick. They've got to learn from it. When they come into the game expecting to be beat, don't let 'em nurture false hopes. You've got to give 'em what they're looking for. They've got to know they haven't caught me on an off-week.

"The thing is, nobody is going to beat me physically. I don't get challenged anymore. It's been quite a while since a guy tested me. I just don't believe I can be beaten physically. Nobody I've seen is going to run over the top of me . . . ever. If it's not speed or quickness, I'm not going to get beat.

"I know when it's over; I know when he knows. I can tell. I can hear it; I can feel it. Some guys will moan and groan; some will yell and scream. They had their minds made up that it couldn't happen, that it wouldn't. But it does. And I love it.

"My kids will eat next week. I don't know about his."

If that commentary makes 28-year-old Dan Dierdorf sound arrogant, he's not. As a matter of fact, he's bright, articulate, and modest. Not humble, but certainly modest. He's as honest in conversation as he is forthright in knocking opposing ends off their stance.

There are a couple reasons why Dierdorf's publicity has not kept pace with his talent.

For one, he hasn't sought the spotlight. As a star from another sport, catcher Ted Simmons of the St. Louis baseball Cardinals, says, "Dan beats up people quietly. He does his own number without seeking accolades. He really doesn't need them because he knows. Everyone who's played with and against him knows. I'm awed just watching him."

For another, Dierdorf has conceded the "Best Actor" award to the guy who plays alongside him, guard Conrad Dobler. "The Meanest Man in Football" (as *Sports Illustrated* labeled Dobler in a cover story last July) gets the interviews.

But Dobler is Madison Avenue violence. Dierdorf is the KGB. "I do what has to be done," Dierdorf says. "I can be as physical as I have to be. I am at times. I've heard the whoosh of air jetting out of the guy across from me; I've had my fist feel his backbone. From the front."

Dierdorf came out of the University of Michigan as a second-round draft choice in 1971. He arrived with confidence, but says he thought he'd be traded in the early stages of his first Cardinals' camp. "They had the whole line coming back," he says. "I just thought they might trade me."

Seven years later, a fixture as an all-pro, the leader of one of football's best lines as well as the Cardinals' team leader, Dierdorf says: "I go in looking to play the perfect game every week. I've played games when I've never had a minus. But that's the attitude you have to have. I rarely have more than one or two. If I have three or four minuses in seventy plays, it's a poor day."

In 1975-76, when Cardinals quarterbacks were sacked a total of only 23 times, Dierdorf was responsible for two. Both came in 1975. In 1976, no defender Dierdorf was responsible for reached the St. Louis quarterback.

"Nobody is going to beat me physically. I don't get challenged anymore. Nobody I've seen is going to run over the top of me . . . ever."

The Cardinals' line–Dierdorf, coach Hanifan, Finnie (above); Dobler, Banks, and Young.

The transition from mild doubt to certainty was the result of both experience and the Cardinals finding the right home for their wandering lineman. "In 1972, Dierdorf explains, "I started seven games at left tackle, four at left guard, and three at right guard. It was killing me and I knew it.

"But while it couldn't go on, it was valuable experience. I think I know football. I'm a student of the game. And 1972 developed me. I learned a lot of football. I got turned around an awful lot, but I learned.

"I like to think like a defensive lineman. I like to anticipate what he's thinking. That gives me an advantage right there. And in '72, I worked against tackles and tight ends. I learned motives and rationale. I'm better now because of that 1972 experience."

Halfway through the 1973 season, Cardinals' offensive line coach Jim Hanifan decided Dierdorf was a natural right tackle—a position manned at the time by veteran Ernie McMillan. Hanifan went to McMillan and said, "Dan is out of position at left tackle. Would you switch with him?" And without a hint of protest, McMillan did.

Within a season and a half, Dierdorf was one of the best. He began dominating people. And the Cardinals' offensive line followed his lead. In 1975, Jim Hart was sacked a record low eight times; Terry Metcalf and Jim Otis had several 100-yard games, and Otis set a team record of 1,076 yards rushing for the season.

Dierdorf says what he means and means what he says—about others as well as himself. So his evaluation of McMillan has credence.

"What a gesture!" he says of the veteran's stepping aside so he could take over the right side. "I don't know if I could ever be that . . . I guess the word is honest. Ernie was honest. He stepped aside. He gave me his job.

"Ernie has been the greatest influence on my professional career. What he did will stick with me forever. What a sense of professionalism he had! He's the only player I've ever known who would ask a coach to stop a film projector in front of the entire team and have a play rerun in which he was beaten. So he could study himself.

"I'll study, but in private. Ernie wanted to get better so much. In an ego business, he was willing to say, 'I'm human, I get beat.' He wasn't concerned with what people thought; just with improving. To me, Ernie McMillan was the consummate pro."

Dierdorf is one of those rare athletes who can explain what it's about better than it can be observed. At 28, he is mature beyond his years. His candor is refreshingly evident on a radio call-in show he does with Jim Hart on KMOX in St. Louis. And his professionalism spreads to off-season presidency of a swimming pool construction company.

He's a young man who has it together —family, football, future. And it's worth listening to him discuss his various dimensions and responsibilities.

"Basically, all players share common tools," he says. "Defense and offense. We're all big. Most of us could have

Dierdorf likes to deal out rather than absorb punishment at the line.

72

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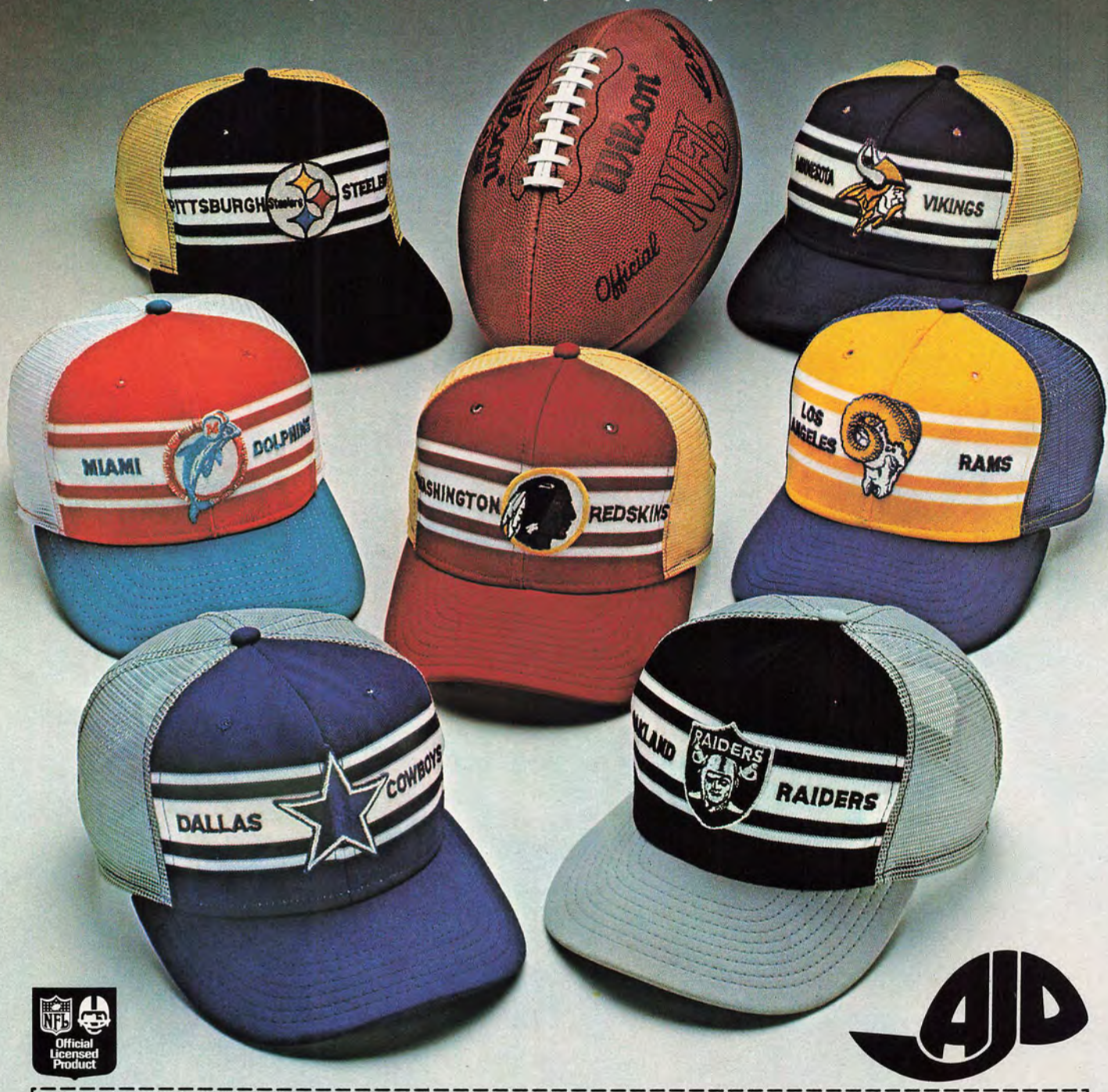

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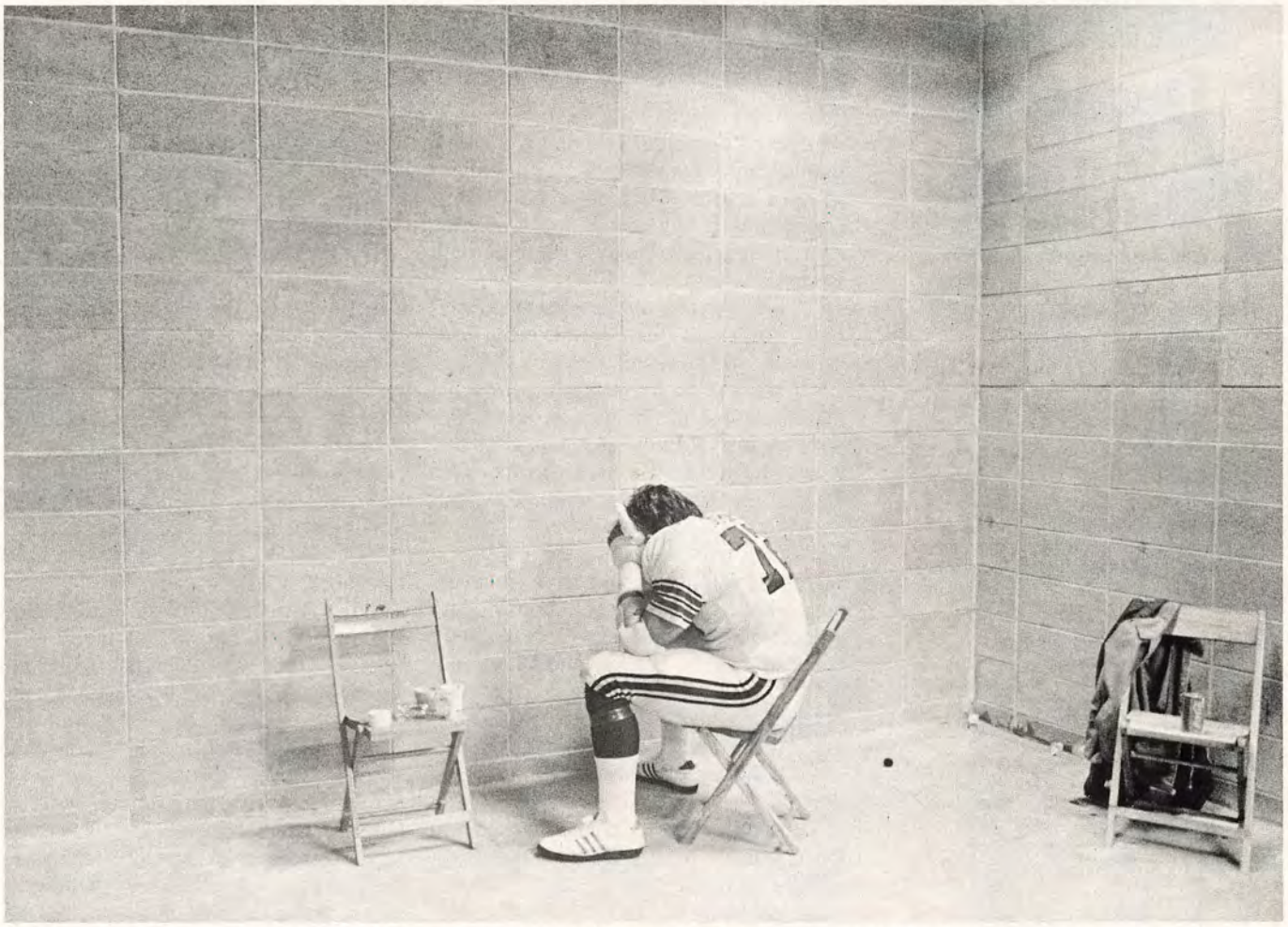

An all-pro psychs up—Dierdorf alone in a barren room at Busch Memorial Stadium, getting ready for a Cardinals' game.

been defensive players, if the circumstances had been different when we were younger.

"The difference is that the offensive line play is so structured, almost choreographed. It's like, 'Step, front, back, slide.' It's almost like there are little Xs on the turf. It's constant programming, over and over.

"No offensive lineman hasn't thought about being on the other side. There's almost an exhilaration in having the freedom that defensive linemen have. We're so structured; I think we're more highly skilled. A defensive lineman either is or he ain't. But an offensive lineman can be taught—if he's willing to work hard at it.

"The pit? It's not really that chaotic. You go up there with a prepared plan, something you want to do. Nine out of ten times, you're going to try to do something to the guy across from you. Under the circumstances of down and distance, you can anticipate what he's liable to do. Plus, you know his tendencies. If these things happen, I'm ready.

"But the difference between the average and the great lineman is how you handle the unexpected. How do you do against what you're least prepared for? The great player adjusts.

"After the snap, it happens so fast. It becomes almost instinct. It's something in the past ingrained in you. But that's the measure of greatness in football.

"There is a lot of pain in the pit. You get kicked, your ankles and knees get twisted. Your head gets jarred by a knee. Worst of all, you fall and hit your head on the ground. That shakes you.

"The pain in your hands and fingers is constant. From the first day of training camp to the end of the season, your fingers are raw and skinned. But you live with that. Just like you live with pain in your legs.

"When it really hurts is when you don't see it coming. If you see it, you have time to brace yourself. It's when you're relaxed that it hurts.

"There's no fun in the pit, no fun in the game. There's satisfaction, but that's different. You get satisfaction from doing you job well. You have fun on Tuesday and Wednesday. But football is too serious for me to have fun.

"Actually, for me to have fun at any sport, you have to remove the competition. I work too hard at racquetball to

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"I like to think like a defensive lineman. I like to anticipate just what he's thinking. That gives me an advantage right there."

have fun. Any time there's competition involved, I take it seriously. Fun? Fun is playing with kids. That's what I do for fun."

Dierdorf and his wife, Tammy, are the parents of two children. And the dominating tackle is a sensitive family man. Married before his junior year at Michigan, Dierdorf appreciates the problems as well as the benefits of being a football wife.

"Tammy really does understand football," he says, "but I think she'd just as soon I did something else.

"I don't think football is very important to her, but she knows how important it is to me. I think she comprehends what's in my head. She steers the kids clear at the right time; she knows when my stomach is in knots.

"But I think it's harder on a player's wife. It's almost unbelievable at times how people will slight her. You'll be at dinner, for example, and people will come up to talk. It's like she's not even there. Truly, wives become just an extension of the player. Mrs. Dan Dierdorf. It's a case of it being hard for her to go anywhere that she's Tammy Dierdorf."

On Sunday nights after home games the Cardinals have a team party. "We usually go to the party," says Dierdorf, "and get home at 11 or 12. Tammy will go to bed and I'll stay up and read.

"Sometimes, I don't go to bed until Monday night. I may not be able to sleep at all Sunday night, and I don't fight it. If I do sleep, it'll only be for a few hours, say from four to eight a.m.

"Monday is our Sunday. After we get the kids off to school, we go out for brunch. But I don't do much else on Monday. The rest of the week is geared to football. I don't sleep much; I leave the stadium late. I watch film at home one night. We go out on Friday night.

"I've never had a problem with preparation. I take the game very seriously. It's always in the back of my mind. One night at a concert, Tammy turned to me and seeing that strange blank look on my face, asked, 'What are you thinking about?'

"I may have ruined concerts for her forever when I answered, 'Too Tall Jones of the Dallas Cowboys.' "

Tammy Dierdorf may have been shocked by that reply, but she was introduced early to the priorities of football. Shortly after she and Dan were married, Michigan coach Bo Schembechler took her aside one night at a social function and told her: "You know, there are three things in Dan's life. School. Football. And you. And you know that right now, you have to be third." Dierdorf smiles at that story, but he doesn't think it's very funny.

Tammy and Dan are both from Canton, Ohio, where Dierdorf was a big but not dominating high school player. Ohio State coach Woody Hayes did not express much interest in him. "I wasn't really a very good football player until I got to Michigan," Dierdorf admits. "When I was a kid, I played Little League baseball; I was a catcher.

"And I used to sit by the window and actually pray for rain, so I wouldn't have to play. I was afraid of being embarrassed. When I went to Michigan, I realized I had to get tough, or be stomped. They were just as big as I was at Ann Arbor."

As the blocking mainstay on some of the Wolverines' great teams, Dierdorf began to emerge. He developed the pride that makes him bristle when sportswriters use the term "skill position" for the glamour positions of the NFL.

"Don't ever use that term around me," he says. "The *skill* positions! That infers that the others are the unskilled positions. Let me tell you, there's more mental preparation in the offensive line than any wide receiver ever experiences. We're still meeting and studying after those guys are already at home."

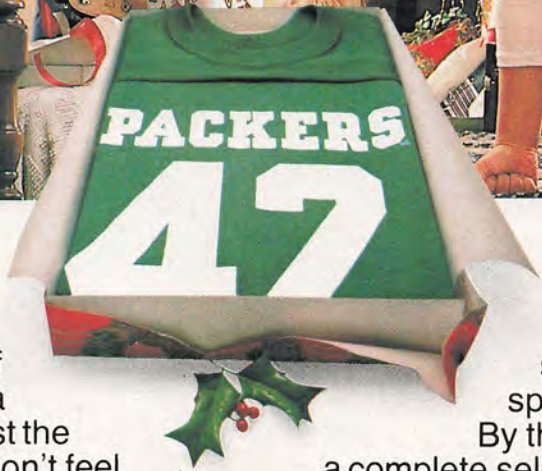
And with that kind of pride came the determination to be the best. To not only prevail, but to dominate.

Or, in the words of Ted Simmons, to go about quietly beating up people.

Dan Dierdorf epitomizes the new psychology of offensive linemen. He is not satisfied to protect. His mission is to search and destroy. And no one does it better.!

Rich Koster is a sports columnist for the St. Louis Globe-Democrat.

What self-respecting kid wants clothes for Christmas? Any kid who digs pro football.



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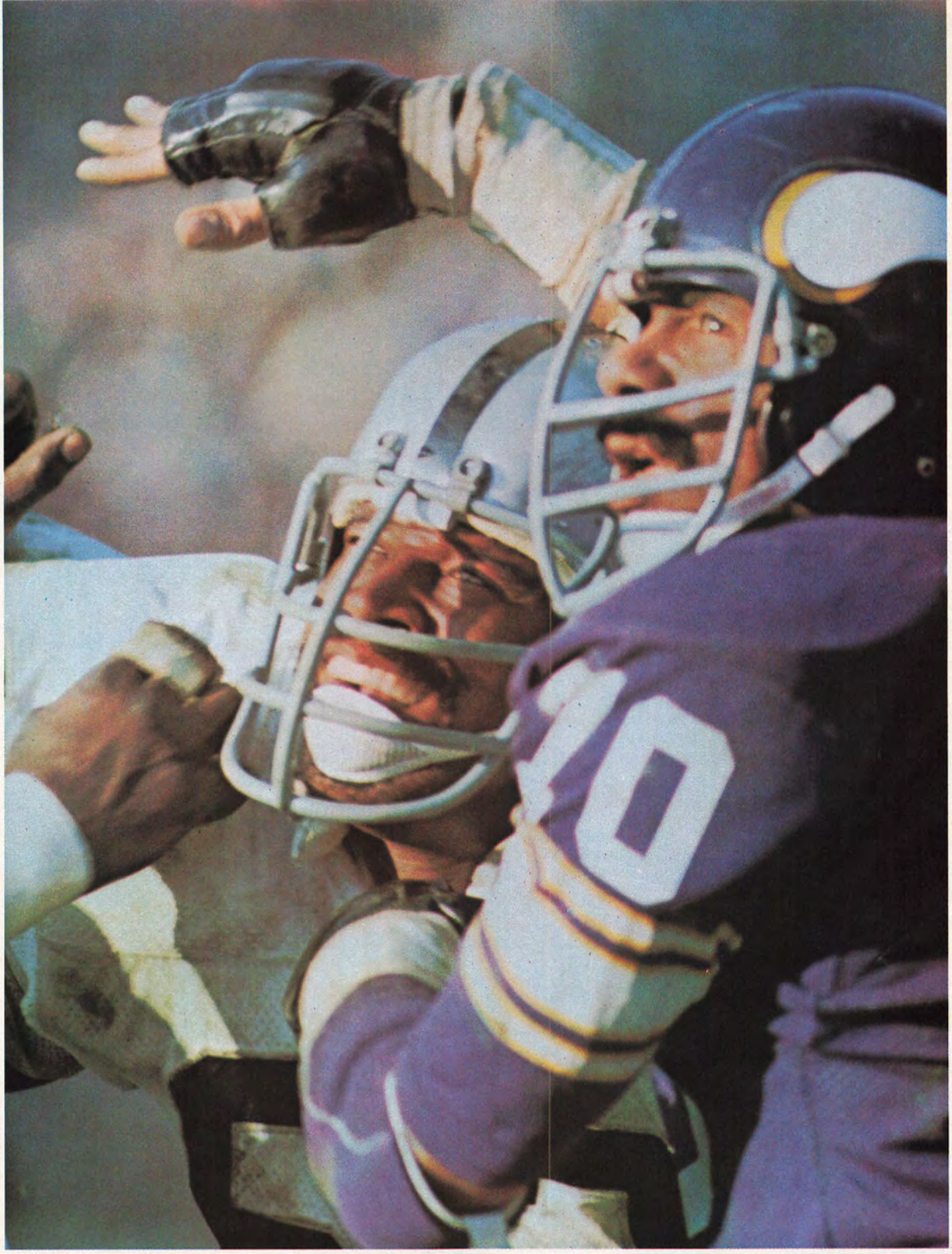
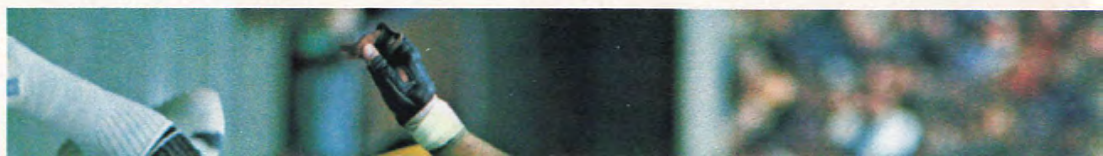


John Biever

Only the Strong Survive

The offensive line is no place for the faint of heart, as the photographs on this and the following pages prove. Above, Gene Upshaw of Oakland and Jim Marshall of Minnesota watch the aftermath of a pass play. Clockwise on the overleaf, Reggie McKenzie of Buffalo, Gerry Mullins of Pittsburgh, Dennis Harrah of Los Angeles, and Dennis Ryczek of Tampa Bay go about their work with vigor.

Malcolm Emmons ▲



Ron Ross ▲

George Gojkovich ▲

▼ Darryl Norenberg

M. V. Rubio

James F. Flores

Offensive linemen wind up sprawled on the turf most of the time, with only a bad view at best of what their efforts have produced, as Dennis Havig and Jeff Van Note of Atlanta (above) will attest. When it's all over, rivals such as Rayfield Wright of Dallas and defensive end Cedrick Hardman of San Francisco can walk off the field as friends.

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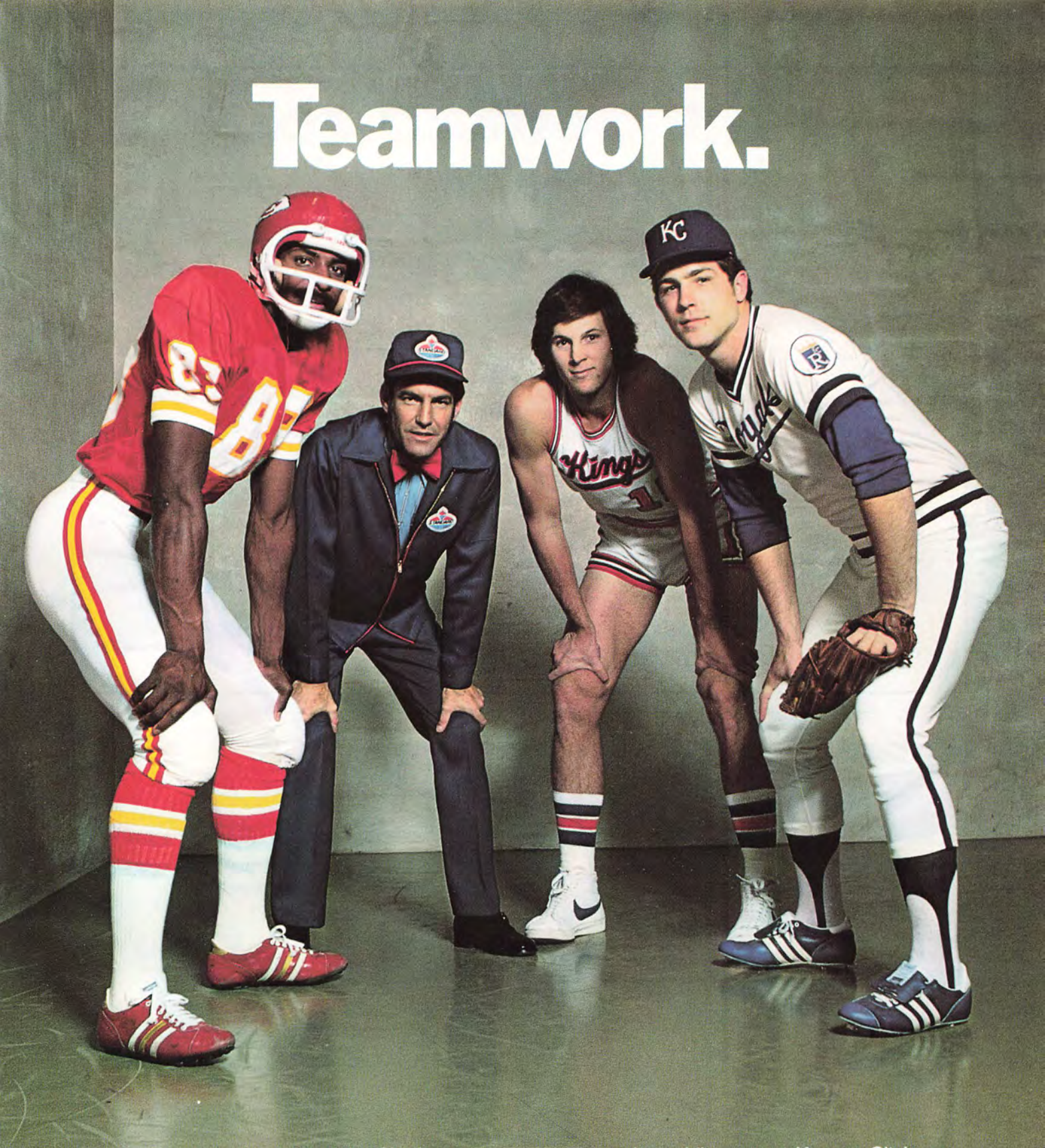

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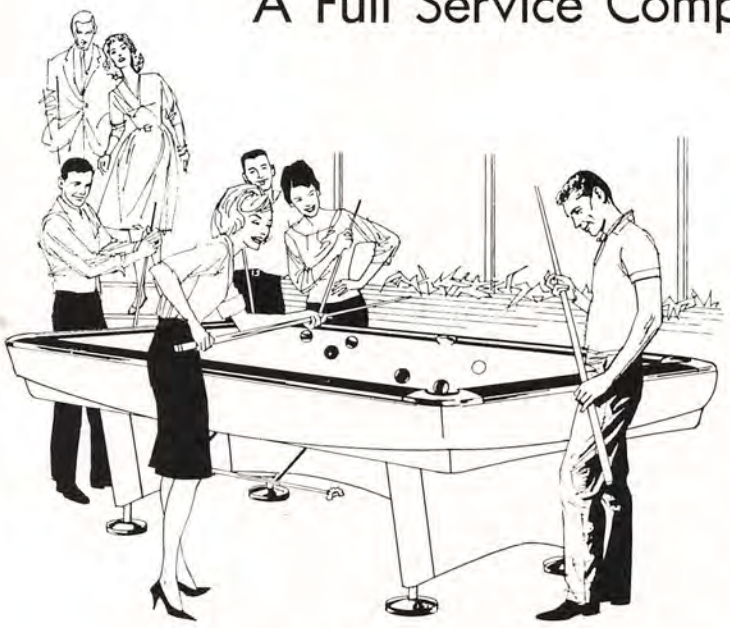

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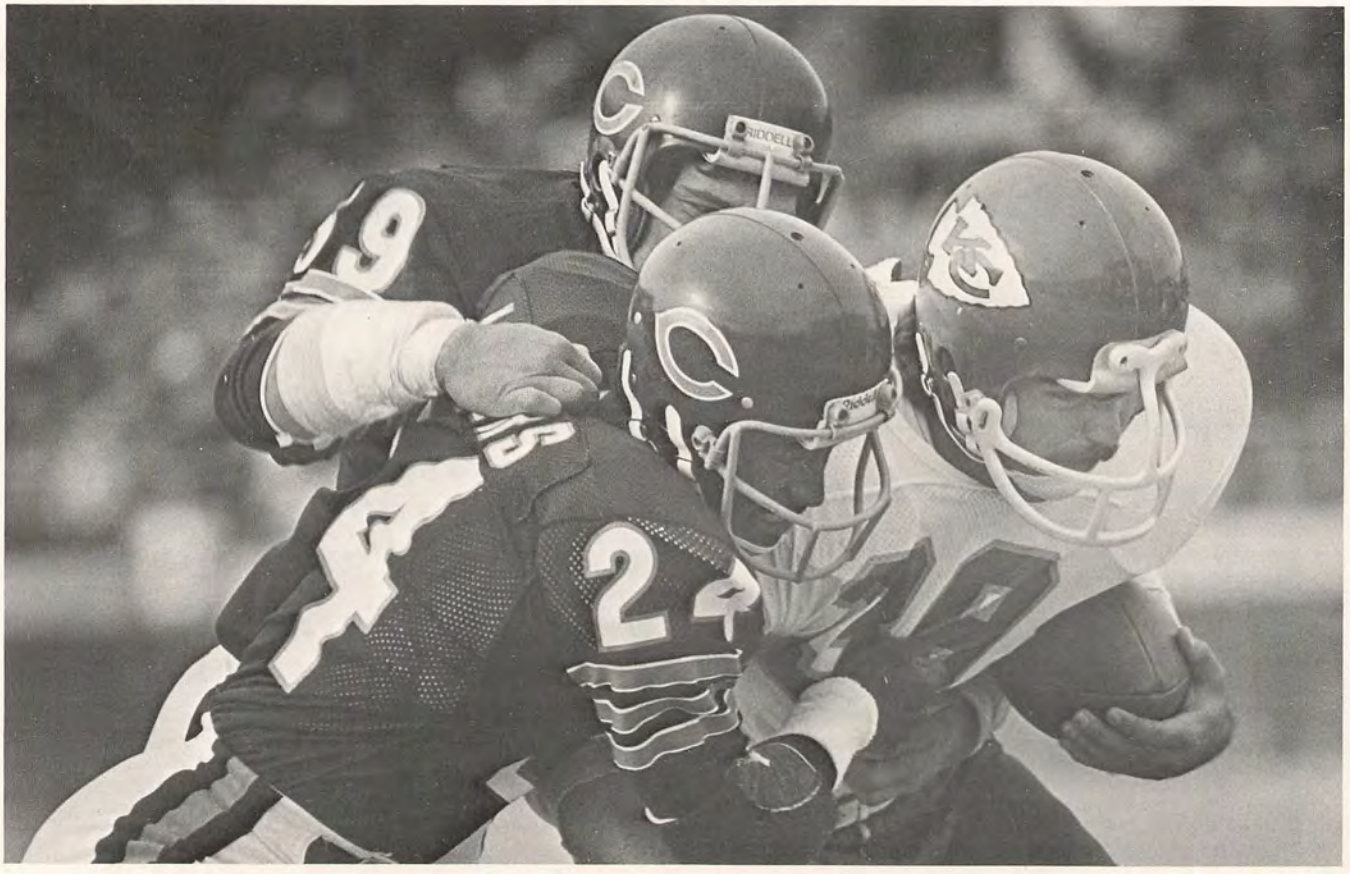
BETTIS WINS, LOSES FIRST TWO GAMES

KANSAS CITY 20, GREEN BAY 10

CHICAGO 28, KANSAS CITY 27

A JOB WELL DONE—As the seconds tick off the clock, Mike Livingston gives the team's new coach, Tom Bettis, a big hug in the afterglow of Kansas City's 20-10 triumph over the Green Bay Packers.

RETURN TO FORMER GLORIES—John Brockington (43), who enjoyed many fine games in Soldier Field as a member of the Packers, gets set to run over Doug Plank (46) of the Bears. Brock had his finest rushing day as a Chief, 49 yards in eight carries.



SURGING FORWARD—Chiefs fullback Mark Bailey (39) lunges for extra yardage despite being in the grasp of two Chicago Bears, linebacker Gary Campbell (59) and cornerback Virgil Livers (24). Bailey picked up 29 yards on six carries.

Photographs by HANK YOUNG

FUMBLE—After being hit by Willie Lee (78) and Cliff Frazier (61), Walter Payton of the Bears made his only mistake all day. He fumbled and the ball briefly meandered on the Soldier Field carpet.

AND RECOVERY—Until the loose ball was fallen upon by Chiefs defensive end Whitney Paul (64). Making the preliminary call for Kansas City were Thomas Howard (52) and Frazier while Billy Andrews (53) and Gary Barbaro (26) made sure the Chiefs had the ball.

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For Offensive Linemen, Little Things Mean a Lot

By Bob Oates, Jr.
Illustrations by George Bartell

The game in the pit is more than just physical; it requires subtle attention to specialized techniques.

Offensive linemen are the craftsmen of pro football.

That might sound unlikely. After all, pro linemen earn their money in crashing combat, hand-to-hand and chest-to-chest, with pounding and body-punching legal and kicking and tripping common.

But there is truth to the craftsmanship concept. Though it's obvious a successful offensive lineman must have both the requisite physical equipment and a powerful drive to conquer, neither helps if he hasn't mastered the intricate details of his trade.

"It's a technique game," says Dan Dierdorf, Pro Bowl tackle with the St. Louis Cardinals. "It's rare that you can just physically dominate the person across from you. The offensive lineman who excels is the one who's the best technician."

Paradoxically, it is precisely the brute physical challenge that creates the need for precision. An offensive lineman is usually matched against someone who is either bigger or quicker, often both. Not only that, the defensive players can grab and throw with their hands. To hold his own in this uneven struggle, the offensive lineman needs every bit of leverage, balance, and position he can get. A foot turned outward even slightly can destroy his block by weakening his forward drive. Offensive linemen must be masters of the craft of body mechanics.

Jim Hanifan is the offensive line coach for Dierdorf. He sent two more of his students to the 1977 Pro Bowl, guard Conrad Dobler and center Tom Banks. Hanifan is a stickler for the smallest details.

"A guard can really unload on a guy one time," Hanifan says, "and it'll feel great. Then the next time he tries it, maybe he'll accomplish nothing. Same all-out effort, and he's asking, 'What happened?' It's all in the little things—the angle of the back, the placement of the feet. It's all in the way he has his body regimented to strike."

Technical minutia equalizes unequal combat. A sound offensive line is composed of quality athletes who have apprenticed at their trade. A great lineman is made as much as born.

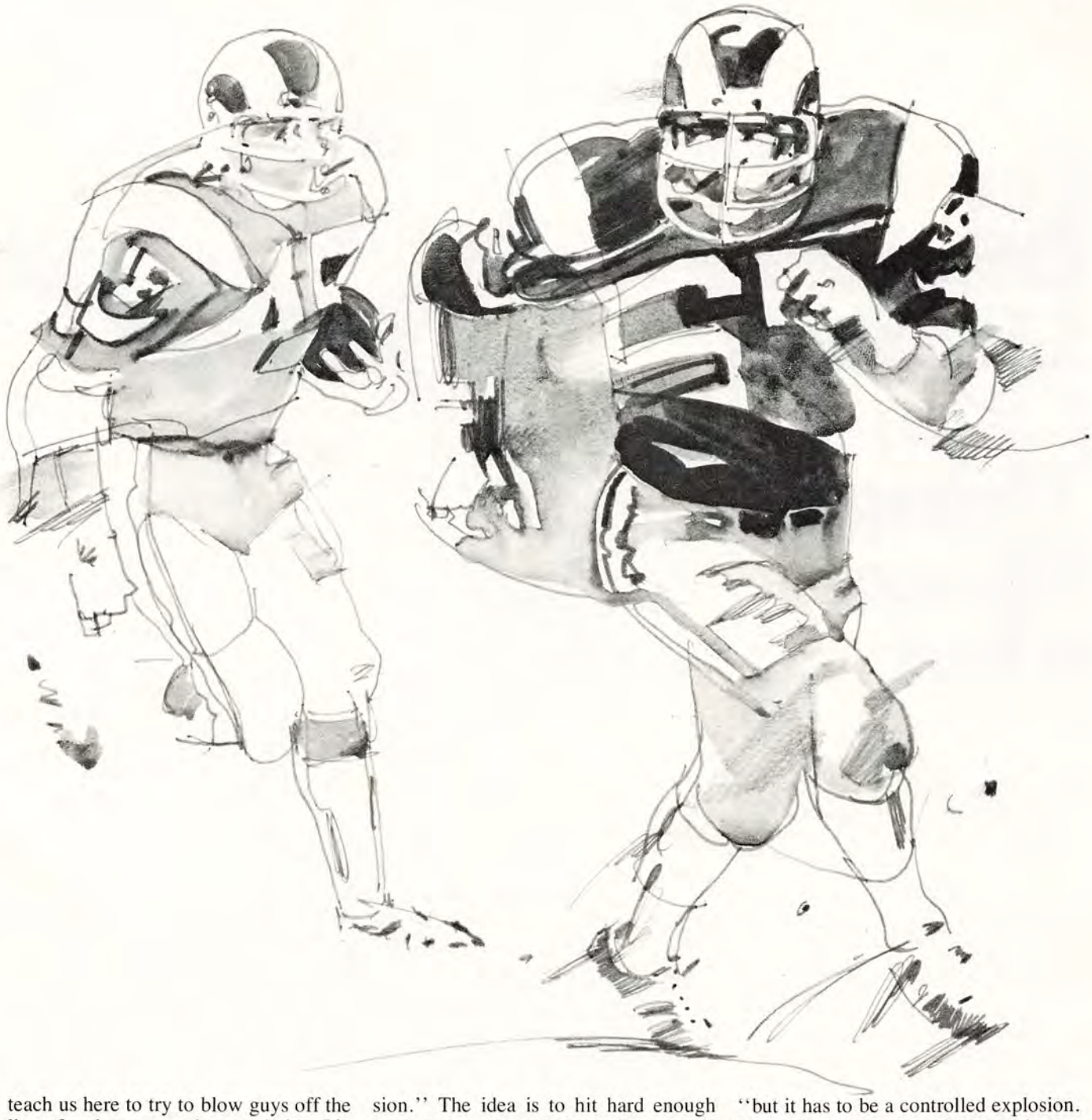
"I think offensive line takes longer to learn than any position except quarterback and maybe middle linebacker," says Bob Kuechenberg, a frequent all-pro guard for the Miami Dolphins. His linemate, center Jim Langer, agrees.

"A ball carrier can just go out and play on natural ability," Langer says. "Same with wide receivers and even defensive linemen. But on the offensive line, we have to *develop* things. It takes several years. You may not need great ability, but you have to be ready to work your tail off."

In the order linemen speak of their tasks, they are drive blocking (the basic necessity), pass blocking (the difference between a good collegian and a good pro), and blocking on the run (the final phase for a finished craftsman).

The left side of the Oakland Raiders' line has become famous for straight-ahead plowing. Tackle Art Shell and guard Gene Upshaw have attained celebrity rare for linemen, and they have done so in the most basic way.

"In Oakland," Shell says, "we believe in power more than finesse. They



teach us here to try to blow guys off the line of scrimmage and create holes. It's just a matter of either you do the job or you don't.''

Upshaw explains Oakland's simplicity.

''I look at films of other lines around the league and I don't believe the kind of junk blocking some of them get away with,'' he says. ''Around here we don't even get an option about whether to take our guy one way or the other. They want a hole in a certain place and if you can't make it they get someone who can.''

Even on the straight block, or drive block, however, there is technique involved. An offensive lineman has to get a good ''strike'' on his opponent. Coaches talk about ''pop'' or ''explosion.'' The idea is to hit hard enough to play the game on the defensive side of the line of scrimmage. But a blocker also has to be careful not to try too hard. He can't afford to charge out of control.

''If I fire out with reckless abandon,'' says Miami's Langer, ''I'm just going to miss the guy half the time. You have to remember that even the biggest defensive linemen usually want nothing to do with you. They don't want to get in a wrestling match. They want to move, to jump around you if they can. That's why you see a tendency for a young blocker to throw a block full steam and the defensive guy just backs up a step and lets the blocker fall to the ground.''

Cardinals' coach Hanifan agrees. ''You want an explosion,'' he says, ''but it has to be a controlled explosion. To get the good pop you have to drive out off of the front foot, right over the ball of the foot, right over the knee. You can't even let your toes turn out a little because you need all the power going in a straight line. But once a blocker learns to really unload, he also has to remember that the defensive lineman is liable to move. The status quo won't remain. So the strike can't be a complete sellout. The last thing you want to do is go to the ground.''

Talking about this ''controlled explosion,'' blockers spend a lot of time discussing the topic of ''feet.'' In the vernacular, a lineman either ''has feet'' or he hasn't. The idea does not relate to amputation, but only to the manner in which the feet are employed.

"In Oakland we believe in power more than finesse," says Art Shell. "They teach us here to try to blow guys off the line of scrimmage."

"You can't ever stop moving your feet," says the Cardinals' Dierdorf. "You can't let your feet get stalemated, because once they get stopped the other guy has the leverage and you can't ever get them moving again. You have to make the strike and keep the feet going."

That may not sound hard, but the difficulty increases in the midst of a major collision.

"It's a real shock when your head makes contact with his body," Dierdorf says. "It's a jolt all down your body and the natural reaction is that your feet stop. But a good blocker delivers that blow and it's like he never hit anything at all. His feet keep moving with no hesitation."

By keeping the feet driving, the blocker is able to maintain pressure on his man. But he also accomplishes something else. By moving his feet forward, he gets them out of the hole.

"The idea is to hit and then get your legs up under you," says Langer. "Hit and climb, we call it—climb up your man. The point is that most holes aren't very large. If you have a running back who's a 'skater,' the type like Larry Csonka who doesn't get his feet very high, then you can't get sloppy and leave a leg in the hole. So you hit into your man with your head and shoulders, and then bring your hips up to him and raise up on the balls of your feet."

Techniques like this result in a lot of vertical line play—opponents facing each other mask to mask and belly to belly.

"The line of scrimmage often looks like two giant walls next to each other," says Bill Johnson, head coach of the Cincinnati Bengals, former center for the San Francisco 49ers, and a long-time offensive line coach. "It's the old irresistible force against the immovable object. They just clam up to each other. The idea for the blocker is just to get up next to his man and wall him off."

Even if the blocker can't drive his man completely out of the way, the job can be accomplished simply by staying between the defender and the ball carrier.

"You try to get good position so the guy can't come loose off you," says Langer. "Hit, climb, and then stick to him. Even if your block is away from the hole, you don't want the guy getting into the pursuit or making the play if the runner cuts back."

Passing is vital in pro football. Any successful pro lineman must learn to protect the passer. And technique is more important in pass protection than it is on the basic run block. On a pass play, the defensive lineman has more time and space to work with than he does on a run. He needs only a small advantage to one side or the other since blockers must keep their hands "within the frame of the opponent as well as the blocker's body"—as the NFL definition of pass blocking states.

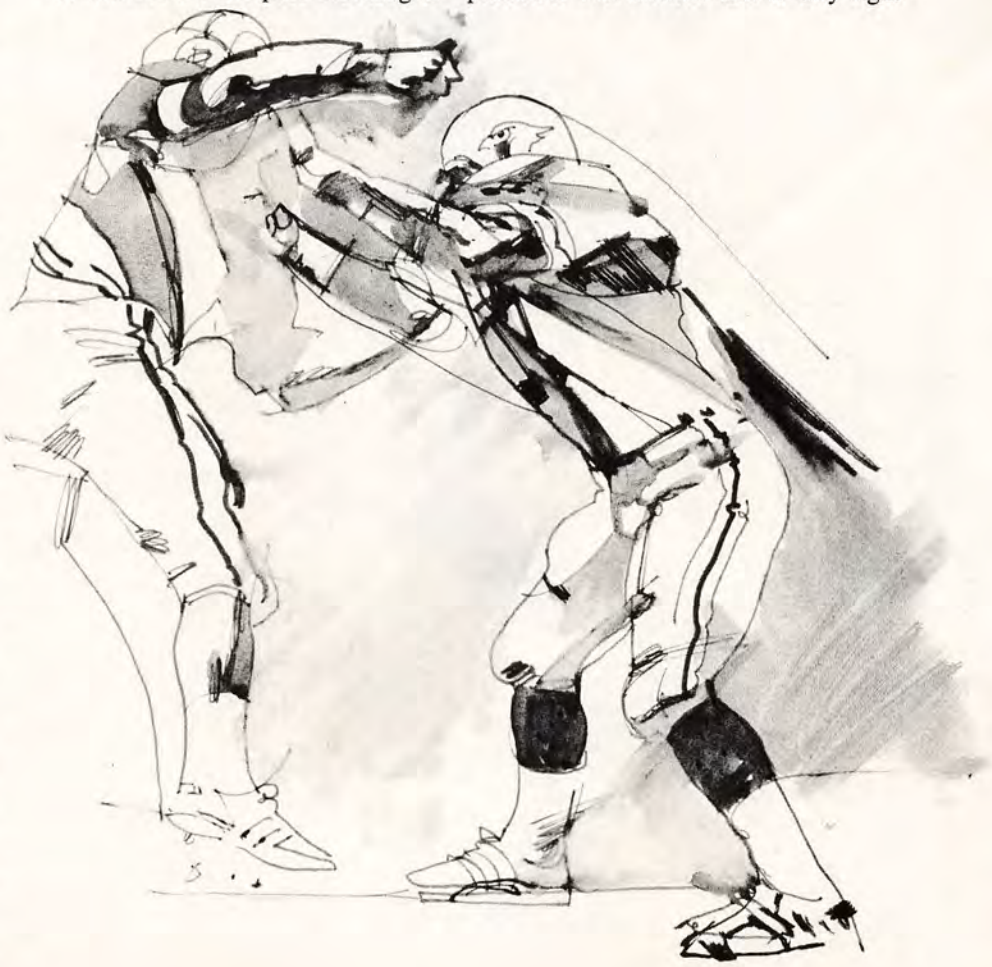
The blocker needs to be able to back up quickly, then slide from side to side to "maintain position" on the defender. He can't let himself be faked to one side, then thrown that way and be passed on the other.

"Sometimes I think pass blocking is like being a boxer," says Oakland's Upshaw. "You slide around on your toes, but you have to be ready to deliver a blow when the time comes."

The first part of the job, then, is simply being in the right place at the right time.

"I think the hardest thing to teach a young blocker," says Bengals' coach Johnson, "is that position is the most vital thing. You have to keep a lot of body surface between the defensive lineman and the quarterback. Defensive coaches are always telling their rushers to 'get out of his middle,' to get to one side of the blocker or the other. So the blocker has to visualize the line a rusher has to take to get to the quarterback, and then take that line away. Defensive linemen are such physical specimens—like adagio dancers—that you can't give them even an inch or two either way."

Footwork is again of paramount importance. The blocker has to stay light



"You try to get good position so the guy can't come loose off you," says Miami's Jim Langer. "You don't want your guy to get into the pursuit."

on his feet. Some coaches emphasize that a blocker should rapidly and continually "chop" his feet—move them alternately up and down—but not all coaches agree with this.

"You never saw Muhammad Ali chop his feet," says Cardinals' coach Hanifan. "Ali slides and glides and shuffles. You have to keep your feet near the ground. If you raise your foot, Fred Dryer or Tommy Hart will be by you before you can put it down again." Sliding around for the best position can only go on so long, however. Eventually the defensive man arrives and something has to be done about it. There was a time when the main idea of the blocker was simply to take the defenders's blow, to be passive and "absorb punishment." But that seems to be changing.

"There used to be a tendency to just sit back and take it," says guard Ed White of the Minnesota Vikings. "But you definitely see more blockers going from a passive role to being attackers, intimidators. You have to wait for the right moment, but when it's time, you put it on him."

There are different ideas of how to deal out the aggression. A classic style involves a full-out pop.

"The blocker should stay down in a good hitting position," says Hanifan. "You want to be bent at the knees, squatting down with the back at maybe a 30-degree angle. You shuffle with your man, keeping your feet about shoulder width so you have a good base. Then when the defensive man declares himself, you strike, out and up. You lead with your hat and strike up into his chest with your hands. The idea is to strike on the rise, straighten him up. Once he's standing up he's lost his power and momentum. He has to regroup to start again. Meanwhile you disengage to get ready for another hit."

Many teams emphasize this approach, and Hanifan's Cardinals have allowed the fewest quarterback sacks the last two years. But other ideas about pass protection have become popular in the last several years. One of them is often associated with Monte Clark, former head coach of the San Francisco 49ers, and before that offensive line coach of the

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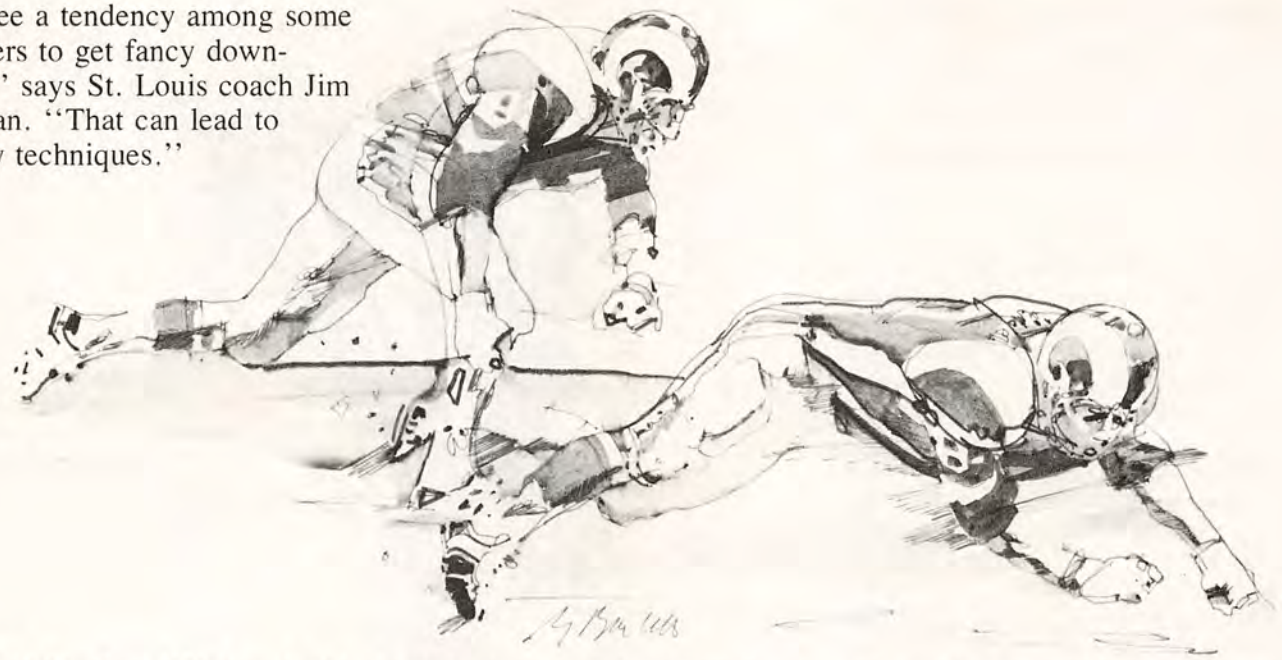
"You see a tendency among some blockers to get fancy downfield," says St. Louis coach Jim Hanifan. "That can lead to sloppy techniques."



Miami Dolphins from 1970 through 1975.

"Monte stressed what we call the 'fork lift,' " says the Dolphins' Kuechenberg. "The idea is that when you strike, you ball up your fists and jam them up under the man's shoulders, under his armpits. You lift up and hold the guy up, like one of those fork lift machines. With the new rules it's legal as long as you keep your fists closed. And when you're under the guy like that, you're in a position of strength and he's in a position of weakness."

It's a block that takes great upper body strength, and the Dolphins are one of the teams with an extensive weight lifting program.

"When I came here," says Miami's center, Langer, "I could only bench press 250 pounds. Now I bench 470. And in the 'fork lift,' with your fists jammed up in his armpits, the position is almost *like* a bench press."

One of the most prevalent pass protection techniques came about as an answer to the head slap used so frequently by defensive linemen until it was outlawed this season. The response was straightforward. As the defensive man went for the head, the blocker went for the gut (forbidden by the 1977 rules changes).

"If a guy raises his arm to slap at me," says Minnesota's White, "I just hit him in the ribs with my fists. You see a lot of defensive linemen trying to rush me wide now, to stay away from me."

"It's only self-defense," says Dierdorf of the body shot. "And I'll tell you this. With that helmet on, my head would last longer than his stomach. Over the course of the afternoon, I'd come out on top."

On some teams, striking out with the hands has become a primary pass protection technique. The pass blocking definition allows the blocker to "by use of up and down action of flexed arms . . . ward off the opponent's attempts to grasp his jersey or arms. The arms . . . cannot be fully extended to create a push." This leaves a great leeway for shoving and poking. The Pittsburgh Steelers love this new freedom.

"What we want to do," says Steelers' guard Sam Davis, "is to keep the defensive man away from us with our hands. If I strike out with my head and shoulders, I'm giving up my body. He can grab me, throw me one way or the other. It's like good defense in basketball, using your hands to keep a guy away from you and off stride."

The Steelers have perhaps the smallest line in the league, but they are another group that emphasizes weight lifting.

"We have a very strenuous weight program," Davis says. "If you want to stop a guy just with a hand blow, you have to be really strong with your arms. But if you can it's a great technique."

When a lineman pulls out to lead a play downfield he needs two additional qualities, one, the speed to arrive at the required spot on time, and, two, the body control to do something worthwhile at full tilt.

"The key on a running block is not to lose velocity," says Tom Bass, assistant coach of the Tampa Bay Buccaneers. "You don't want to make your running back slow down. You have to move out and then explode without losing momentum—just run right over your man."

This full-speed frontal assault—what might be called the "trample technique"—is prevalent around the league. It has the merit of simplicity.

"You see a tendency among some blockers to get fancy downfield," says the Cardinals' Hanifan. "But that can just lead to sloppy techniques because you don't practice them enough. Really it should just come back to the basic drive block, once you arrive at the scene."

Careening at top speed around the corner, an offensive lineman is in a high-risk situation for one of the few times during a game. In the scrimmage battles, blockers rarely get up more than a yard or two of momentum, and they take most of the blows in their upper body, rather than in the more vulnerable area of the legs. Blocking downfield is quite different.

"Often a defensive back will come in low and try to chop the blocker," says Hanifan. "A lineman can get hurt. So the idea is to run down in a good hitting position, rather than standing tall. Keep your feet spread, to give you good balance. Aim your hat at his numbers and try to get right up on top of him, so you're stepping on his toes. Then you run right through the guy like he's five yards back of where you really hit him."

Like most coaches, Hanifan doesn't want his blockers going in low to cut their man down.

"The defensive guy is liable to back up," says Hanifan. "If you aim at his numbers, you'll at least get his waist. But if you aim at his knees you may only get his shoe tops, and there you are, rolling around on the ground like a fool."

On this issue, however, there are differences. The Pittsburgh line tends to go for the low, chopping block down-

Pittsburgh favors low, chopping blocks downfield. "If you try to run over people," Sam Davis says, "they can juke with you, maybe fake you out of position."

field, against linebackers and deep backs.

"If you try to run over people, they can juke with you, maybe fake you out of position," says Steelers guard Davis. "If you stay up high they can deal with you. But any man, when something goes at his legs, has a tendency to look down and fight it. So we try to get into a guy as quick as possible and cut him down at the legs."

Besides mastering the details of the various blocks he must employ, a veteran lineman builds a store of tricks to give himself an edge in certain situations. The battle is not always to the strong.

"Sometimes I'll look a guy off, sort of like a quarterback might do it," says Dierdorf. "Maybe I want to hook the end in so we can run outside. If I see him studying me before the plays, I may look inside at the defensive tackle as I'm lining up. I might even lean inside in my stance to get the end thinking I'm going inside. Then I'll jump out and hook him. If you can get a guy once like that, you can really get him thinking. And if he starts thinking instead of reacting on instinct, you've got him."

Such tactics can seem out of place in battles between people who are 250 pounds-plus, but most linemen use them.

"A lot of times you can get a guy just with a head fake," says Pittsburgh's Davis. "The defensive lineman knows that usually you are going to try to get your head into him on the side between him and the runner. So they tend to 'read' your head. Now, if you've got your backs in the formation where you usually run your bread-and-butter play on your man's right, say, you can mess with him. He *has* to play your toughest play, so if this time you are going to run on his left you can head fake him. You give him the same read, then take it away. By the time he figures out what's happening you've got position on the other side and he has to run through you. It's the kind of thing that makes your job easier, and if you don't have to work hard, why should you?"

Eye fakes and head fakes can get a defender moving the wrong way, so he can be more easily blocked. The ultimate extension of this approach is to actually *block* a man the wrong way, on purpose. This is known as "influence" blocking.

"Maybe your guard will strike on the outside of the tackle in front of him," says Hanifan. "Any good tackle will tend to fight that block, to try to get outside. He fights against the pressure and you try to make him think that he's just doing a hell of a job to beat the block. And while he fights out, you run the ball back up inside him."

Throwing a bad block on purpose is just one more of the many techniques in the craft of the offensive linemen. The fine points are many and the learning is long. But it's an honest trade and, once learned, it has one major advantage.

"All the work pays off in job security," says Langer. "Offensive linemen last a lot of years."

The offensive linemen who have played in the AFC-NFC Pro Bowl since its inception seven years ago, and who are still active in the NFL, are good examples.

The centers have been Banks, Forrest Blue, Ed Flanagan, Len Hauss, Langer, Jack Rudnay, and Rich Saul. The guards have been Joe DeLamielleure, Dobler, John Hannah, Kuechenberg, Larry Little, Tom Mack, Woody Peoples, and Upshaw. The tackles have been Dierdorf, Norm Evans, Dave Foley, Rockne Freitas, Leon Gray, Winston Hill, George Kunz, Wayne Moore, Shell, Russ Washington, Rayfield Wright, and Ron Yary. The tight ends have included Dave Casper, Richard Caster, Billy Joe DuPree, Russ Francis, Ted Kwalick, Jim Mitchell, Riley Odoms, Charlie Sanders, Jackie Smith, Bob Trumpy, and Charles Young.

The body may start to go, but knowledge never ages.

"Every year I see guys come in who are bigger and stronger, guys who can run a faster forty," says Kuechenberg. "They come and go. And part of the reason is the kind of ball they play in college. They all use that wishbone. Guys come up here in a four-point stance, they don't know how to pull or pass block. Darrell Royal, God bless you!"

Bob Oates, Jr. is a free-lance writer who lives in New York City.

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The Rolling Man

By David Morcom

I remember the FLASH! the BOOM! the RAGE!
and a searing, blinding light.
I remember that step, the last that I took.
It brought down the dragon of night.
I awoke in a room starkly cold, in a bed
covered snowy white
Where a smiling girl bent down and said,
"You've seen the end of your jungle fight."

Now it's rolling, rolling (the end of my plans)
on rolling circles spoked in chrome
And thin silver rails roll through my hands
while my mind stays locked in a moan.

Now I dream of autumns from the past and
a freckle-faced boy who ran there
With a football in arm, the field flying by
and the wind whistling through his hair.
Oh, those dreams roll on and the days roll on.
In my world of self pity, no cheer,
Until Hal comes to me and says, "Listen, Tyree,
you've got to get out of here."

"Two years you've been a waxen man
who sits melting in the sun
Crying for the yesterdays that lie bleaching
dead and done.
There's a game today at the stadium. The
Rams are in from L.A.
It'll do you good to see the world going on,
to see that people still can play."

But I fear the CROWD! the NOISE! the FRENZY!
and those ricochet looks of pity
That wither the soul, crush the heart, and
break the last vestige of dignity.
Then the game begins, gnawing fear subsides
and I'm captured by the whirl
As emotions I thought long paralyzed
like a pennant in the wind unfurl.

Hey, is that me who's yelling and cheering
with the rest,
Urging the home team goalward, urging them
to their best?
Is that me who's caring which team takes
victory in this game?
Is it me who looks at the other fans
and thinks that right now we're all the same?

I brood no more on autumns past
or things that can't be undone,
For in my thoughts I'm racing now
on the green fields of the sun
Where beneath the arcing spirals I'm
a phantom on the run.
For the laughing, rolling man knows now that
life's game can be won.

Yes, it's still rolling, rolling all week long
on rolling wheels spoked in silver chrome,
But when game day comes you'll find me there
in my home away from home.
To Section C, to Space 3B, I always bring my own seat
so I'll never be hard to find.
But don't pity me, old, rolling Tyree, for this
wheelchair holds my body, but never again
my mind.

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Chuck Bednarik

Roosevelt Brown

Danny Fortmann

Jim Parker

Prior to the adoption of free substitution by the NFL in 1950, linemen played both ways, offense and defense.

Chuck Bednarik. Center and linebacker. 1949–1962 Philadelphia Eagles. 6-3, 230. Inducted in 1967.

Roosevelt Brown. Tackle. 1953–1965 New York Giants. 6-3, 255. Inducted in 1975.

Guy Chamberlin. End. 1920 Decatur Staleys, 1921 Chicago Staleys, 1922–23 Canton Bulldogs, 1924 Cleveland Bulldogs, 1925–26 Frankford Yellowjackets, 1927–28 Chicago Cardinals. 6-2, 210. Inducted in 1965.

George Connor. Tackle and linebacker. 1948–1955 Chicago Bears. 6-3, 240. Inducted in 1975.

Glen (Turk) Edwards. Tackle. 1932 Boston Braves, 1933–36 Boston Redskins, 1937–1940 Washington Redskins. 6-2, 260. Inducted in 1969.

Danny Fortmann. Guard. 1936–1943 Chicago Bears. 6-0, 207. Inducted in 1965.

Forrest Gregg. Tackle. 1958–1970 Green Bay Packers, 1971 Dallas Cowboys. 6-4, 250. Inducted in 1977.

Lou Groza. Tackle and kicker. 1946–49 Cleveland Browns (AAFC), 1950–59 Cleveland Browns, 1961–67 Cleveland Browns. 6-3, 250. Inducted in 1974.

George Halas. End. 1920 Decatur Staleys, 1921 Chicago Staleys, 1922–29 Chicago Bears. 6-1, 190. Inducted in 1963.

Ed Healey. Tackle. 1920–22 Rock Island, Ill., Independents, 1922–27 Chicago Bears. 6-3, 220. Inducted in 1964.

Mel Hein. Center. 1931–1945 New York Giants. 6-2, 225. Inducted in 1963.

Wilbur (Pete) Henry. Tackle. 1920–23, 1925–26 Canton Bulldogs, 1927 New York Giants, 1927–28 Pottsville, Pa., Maroons. 6-0, 250. Inducted in 1963.

Bill Hewitt. End. 1932–36 Chicago Bears, 1937–39 Philadelphia Eagles, 1943 Phil-Pitt. 5-11, 191. Inducted in 1971.

Cal Hubbard. Tackle. 1927–28 New York Giants, 1929–1933, 1935 Green Bay Packers, 1936 New York Giants, 1936 Pittsburgh Pirates. 6-5, 250. Inducted in 1963.

Walt Kiesling. Guard. 1926–27 Duluth Eskimos, 1928 Pottsville, Pa., Maroons, 1929–1933 Chicago Cardinals, 1934 Chicago Bears, 1935–36 Green Bay Packers, 1937–38 Pittsburgh Pirates. 6-2, 245. Inducted in 1966.

Frank (Bruiser) Kinard. Tackle. 1938–1944 Brooklyn Dodgers-Tigers, 1946–47 New York Yankees (AAFC). 6-1, 210. Inducted in 1971.

Roy (Link) Lyman. Tackle. 1922–23 Canton Bulldogs, 1924 Cleveland Bulldogs, 1925 Canton Bulldogs, 1925 Frankford Yellowjackets, 1926–28, 1930–31, 1933–34 Chicago Bears. 6-2, 252. Inducted in 1964.

Mike Michalske. Guard. 1926 New York Yankees (AFL), 1927–28 New York Yankees, 1929–1935, 1937 Green Bay Packers. 6-0, 209. Inducted in 1964.

Wayne Millner. End. 1936 Boston Redskins, 1937–1941 Washington Redskins. 6-0, 191. Inducted in 1968.

Steve Owen. Tackle. 1924–25 Kansas City Cowboys, 1926–1930 New York Giants. 6-0, 235. Inducted in 1966.

Jim Parker. Tackle. 1957–1967 Baltimore Colts. 6-3, 273. Inducted in 1973.

Pete Pihos. End. 1947–1955 Philadelphia Eagles. 6-1, 210. Inducted in 1970.

Joe Stydahar. Tackle. 1936–1942, 1945–46 Chicago Bears. 6-4, 230. Inducted in 1967.

George Trafton. Center. 1920 Decatur Staleys, 1921 Chicago Staleys, 1922–1932 Chicago Bears. 6-2, 235. Inducted in 1964.

Clyde (Bulldog) Turner. Center and linebacker. 1940–1952 Chicago Bears. 6-2, 235. Inducted in 1966.

Bill Willis. Guard. 1946–49 Cleveland Browns (AAFC), 1950–53 Cleveland Browns. 6-2, 215. Inducted in 1977.

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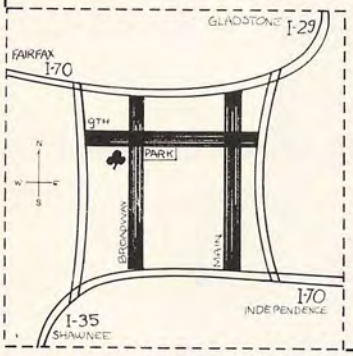

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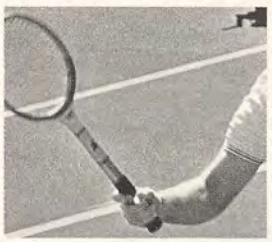

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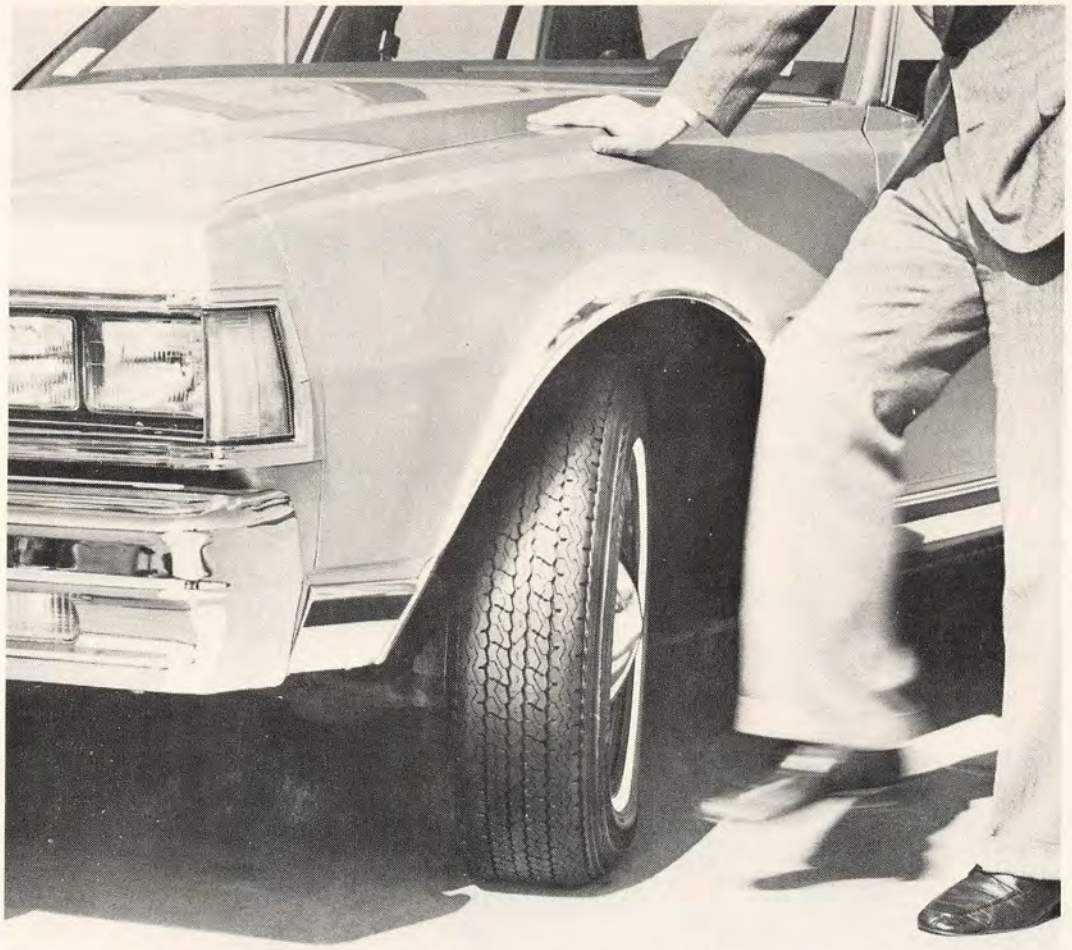

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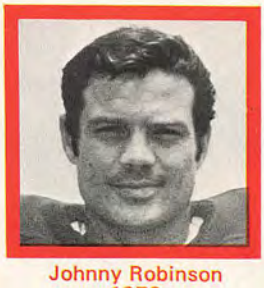
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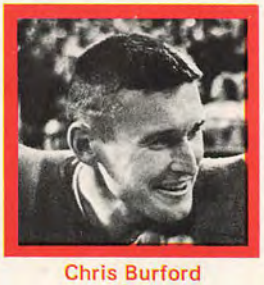
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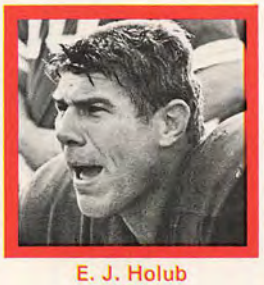
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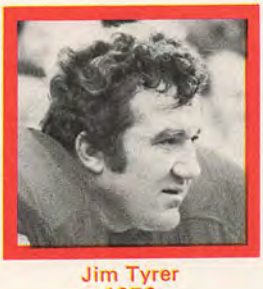
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